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THE NEW SCIENCE OF
ANALYZING CHARACTER



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HARRY H. BALKIN

THE NEW SCIENCE OF ANALYZING CHARACTER

BY

HARRY H. BALKIN

CHARACTER ANALYST

AND

VOCATIONAL ADVISER

ILLUSTRATED FROM PHOTOGRAPHS



BOSTON

THE FOUR SEAS COMPANY

1920

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PREFACE

THE purpose of the author in writing the following work has been to present the general public with a standard text book on the subject of Scientific Character Analysis. With this object in mind every source of information has been carefully investigated and more than one hundred authoritative documents have been scrutinized and their statements put to practical tests.

The matter contained includes much that has been published before, but the author feels sure that he has introduced enough new ideas to justify the appearance of this volume.

The author has studied the writings and methods of Dr. Gall, Dr. Spurzheim, Dr. Combe, Mr. Fowler, Mr. Sizer, Dr. Blackford, Dr. Windsor, and has undertaken research work which has carried him twice around the world. For many years it has been part of his work to tell employers about their applicants and employees, and to tell individuals about themselves.

While credit is given in the text for direct quotations, he feels this special mention is due to the above

named writers, for the great help they have afforded him in formulating the ideas of this work and in reaching the conclusions herein expressed.

His sincere desire—his most earnest hope—is that the perusal of this volume will promote intellectual discussion, careful investigation, a judicial application of the knowledge herein contained, and that it will tend to promote the highest interests of the human family.

H. H. B.

Boston, Massachusetts.

CONTENTS

Chapter	Page
I. HEREDITY AND ENVIRONMENT . . .	13
II. COLOR OR COMPLEXION	27
III. THE FORM OF THE FEATURES	42
IV. THE STRUCTURE OF THE BODY	52
V. QUALITY OR TEXTURE	72
VI. AN ANALYSIS OF PHRENOLOGY	81
VII. THE FOREHEAD AND HEAD	109
VIII. HEAD SHAPES	177
IX. HEALTH AND EXPRESSION	183
X. EMPLOYMENT MANAGEMENT	237
XI. VOCATIONAL GUIDANCE	258
XII. SCIENTIFIC SALESMANSHIP	269

ILLUSTRATIONS

	Page
1. PORTRAIT OF AUTHOR	<i>Frontispiece</i>
2. PRESIDENT WILSON	Facing 30
3. CONVEXITY AND CONCAVITY	" 44
4. THE NEANDERTHAL MAN	" 50
5. THE VITAL TYPE	" 54
6. THE MOTIVE TYPE	" 58
7. THE MENTAL TYPE	" 62
8. COMBINATIONS	" 70
9. EXAMPLES OF FINE TEXTURE	" 74
10. EXAMPLES OF COARSE TEXTURE	" 76
11. COARSE TEXTURE WITH HARD CON- SISTENCY	" 78
12. EX-PRESIDENT WM. H. TAFT	" 90
13. PHRENOLOGICAL AREAS	" 104
14. THE LATE COLONEL ROOSEVELT	" 118
15. GENERAL PERSHING	" 138
16. CHANCELLOR DAY	" 158
17. EXAMPLES OF HIGH NARROW HEADS	" 178
18. CRIMINAL AND DEGENERATE TYPES	" 180
19. CHAMP CLARK	" 192
20. POLYGAMOUS EYES	" 200
21. TYPES OF HANDS	" 220
22. HERBERT HOOVER	" 234
23. A MAORI CHIEF	" 246
24. ROBERT A. LAIDLAW	" 260
25. KAISER WILHELM	" 272



THE NEW SCIENCE OF
ANALYZING CHARACTER



THE NEW SCIENCE OF ANALYZING CHARACTER

CHAPTER I.

HEREDITY AND ENVIRONMENT

CHARACTER ANALYSIS is the bedrock upon which all human relationship is founded. It is the foundation of the vast credit system upon which our gigantic commercial structure is organized. It is the basis of understanding between man and his fellow men; between husband and wife; between parents and their children; between the employer and the employee; between the salesman and his customers; the doctor and his patients; the lawyer and his clients; the preacher and his congregation; the politician and his constituents; the writer and his readers; and so forth. There is hardly a human combination possible without the aid of character analysis. Therefore, it is important that we study this subject.

When we build a house we start with a secure foundation, and then place one stone on top of another. The stronger the base, the stronger proportionately

will be the building. And so it must be with all forms of reasoning. We must first establish a common basis of fact or a strong foundation, and then we can logically advance our conclusions step by step, defying all contradiction, provided we build truth upon truth. In all forms of induction, we must first secure a strong groundwork before we attempt to enter the realm of scientific research.

In order to secure this firm foundation we will define our terms prior to entering into a discussion of man. Then we shall find how to analyze him and how to determine the effect of environment upon a man's mind and character.

What do we mean by Man? What do we mean by Man's environment? And how do we analyze these two important factors?

In attempting to answer these questions, we must look for initiative data upon which to raise the superstructure of character analysis. The navigator who steers his vessel for the open sea traces his course from some lighthouse, cape, or other well-defined point, the exact latitude and longitude of which are already known. We too, are setting out on a voyage into the open sea, the sea of unknown and unexplored ideas. Where is the first point from which we can take our departure?

Man is body and mind. This is a proven and established fact, and the latitude and longitude of that

body and mind are easily determined. It is generally admitted that the brain, the organ of the intellect, is the headquarters of the mind. The human brain is our point of departure. It is tangible and its location is fixed. About its internal processes we need not trouble ourselves for the present. We will refer to that phase later on. The brain and its location are definitely known quantities, and are also closely interwoven with other parts of the human body. It is, for instance, directly connected with the central nerve system, and through this system with the heart, lungs, liver, pneumogastric nerve, stomach, muscles, connective tissues, and the bony skeleton, and indirectly through the bones and muscles, it provides the motive force for the whole system.

The intimate relationship between the body and the mind is well known to everyone who has given the subject a cursory thought. Many scientific investigators hold that this connection is so marked that thought and feeling are merely physical states, instead of mental.

Every thought and emotion has its accompanying vibration in the brain cells, and every vibration in turn induces muscular action. Professor George Trumbull Ladd of Yale, says, "All facts too obviously impress upon us the conclusion, how pervasive, intimate, varied, and profound, are the mutual relations

—the co-relation, of the physical mechanism and the phenomena of consciousness.”

Says Professor William James, “The causes of the emotions are indubitably physiological.”

In his book, “The Principles of Character Making,” Arthur Holmes says, “Emotions are never the cause of actions but are the result of actions. That is why when a man makes up his mind to an appalling task he must take a deep breath, shut his teeth, set his jaw, clench his fist and stiffen every muscle about his body.” The psycho-physical parallelism herein presented is very apparent to every reader. We could recite dozens of instances of this close co-ordination between the brain and the body, and Holmes explains this more fully. He says, “The body and the mind, or consciousness, are concerned as one with two different aspects, and we talk about the mind or about the body according as we are looking at the same thing from different points of view. The working principle that emerges is thus popularly stated. Whatever affects the body affects the mind, whatever affects the mind affects the body.”

Upon this principle nearly all recent innovations in the industrial world have been directly or indirectly based. Modernized buildings, play grounds, manual training, school hygiene, medical inspection for dental, visual, auditory, nutritional, and constitutional defects—and a host of other pedagogical activities—have

sprung from this prolific principle. How much moral education is really physiological education is just beginning to be understood. In olden times when a boy was bad they said, "He hath a devil." Now they say, "He hath an adenoid," and hail him not before the disciplinarian, but before the surgeon.

Holmes again says, "Generally speaking, all the physiological processes can be illustrated in almost any daily experience. Say I carelessly drop my hand upon a hot stove. A message immediately runs from my hand up to my brain. In the cortical cells or grey matter of the brain great commotion ensues. Certain vibrations, or certain chemical reactions, are set up, and these excitations are hurried forward by transmissive fibres in the brain to what are called motor centres. Here again vigorous excitations are aroused and these again are sent skimming along by outgoing fibres to the muscles. The muscles contract and the hand is jerked from the stove."

Throughout the ages there has been this constant and corresponding co-relation between man's physical and psychical characteristics, each profoundly affecting the other every step of the way to his present development. This theory is well stated by Professor James Mark Baldwin in "Development and Evolution" as follows:

"Furthermore, we may say that no physical character which has mental co-relation is completely understood

until these latter are exhaustively determined, and also that no mental character escapes physical co-relation. Recent research in the psychological and physiological laboratories is establishing many such psycho-physiological co-relations."

Dr. Blackford says, "Men differ in two ways.

"First, in physical appearance, such as height, weight, color, etc.

"Second, in mental aptitude in the way they reason, think, feel, etc."

These differences are not accidental. They are due to the effect of heredity and environment upon the individual. Evolution teaches us that individuals with certain physical and mental characteristics will survive in a given environment and others who lack these attributes will perish.

Thus the antelope whose ears could detect the slightest movement in the underbrush, heard the lion crouching for his spring and fled. The antelope with duller hearing perished and thus was evolved a species with keen auditory nerves, or sensitive nerves of hearing.

So it has come about that every bone, every muscle, every feature of the body as well as the mental and physical traits of men are the result of this ages long process of selection and survival.

Men differ physically in just nine fundamental ways—called the nine fundamental physical variables.

These are: color, form, size, structure, texture, consistency, proportion, expression, and condition. The variations of these in individuals indicate variations in physical, mental, and emotional traits, because both physical variations and mental variations are the result of racial and family environment. Anthropologists and physiological psychologists have recognized a correspondence between certain physical traits and certain mental traits.

The whole science of character analysis must stand or fall by these facts. If the relationship between the body and the mind is as close as is evidenced by the investigations of these scientists the obvious law assumes itself: Namely, that there is a close and subtle correspondence between man's physical and man's mental characteristics. *By studying one we can readily determine the status or condition of the other.*

Thus we have worked out one of the foundation pillars upon which the science of analyzing character rests. There is a reason for blue eyes, for brown eyes, for a high nose, a wide nose, a weak chin, full mouth, sloping forehead, long head, high head, broad head, square hands, fine hair, coarse skin, manner of walking, harsh voice, handwriting—in short every single thing about a man or woman.

The laws of success demand that we know ourselves, that we know our proposition, our work, and that we know others.

Man can only become successful when he begins to realize that mentally and physically he must be able to harness the evolutionary forces about him and subject them to his will. It is not a particle of use blaming our circumstances. We carry the circle of our horizon with us, and we change it at our pleasure; but we are always in the center of it. Our whole outlook depends upon the attitude we take up, not upon the objects in the circle. It is only by applying our intellectual faculties to the human beings and natural resources all about us that we can rise superior to our environment and produce the most desirable results.

Now what is the environment that man has to conquer? In explaining this, we have to understand a few seemingly trivial yet vital matters. Every minutia in a man's environment has a far greater influence upon him and plays a far more important part in his life than we perhaps realize.

Man's environment consists of many things, the clothes that cover him, the house in which he lives, its furniture and fittings, the food that sustains him, and most important to him, the men, women and children that live around him. In short, environment consists of all that is about us.

In turn our brain is a part of the environment of any or all these things. Each part belongs to the environment of all of these other parts of the universe,

and one would not be complete without all of the others.

From the highest mountain to the smallest, most delicate petal of a rose, nothing in the universe is ever still. Motion is the law of being, and everything in motion vibrates and radiates its particles of matter. In a broader sense we term these tremendous forces evolution and environment.

These vibrations affect each and every one of us. In turn the radiations emanating from ourselves affect all those about us. Our particles of matter impinge themselves on the sensory nerves of those about us, and create impressions favorable or unfavorable according to the quality of these radiations of matter and their source of origination.

Certain radical schools of thought hold the opinion that environment is the most powerful factor we have to contend with and that any abnormal conditions such as disease, vice, pauperism, and so forth, can be eradicated by changing the environment. Other commentators, however, particularly eugenists, hold to the belief that the all important factor in man is his inherited potentialities and the progress of the individual depends upon the quality of his ancestral strain.

The author believes that both of these forces have their degree of importance; it is difficult, however, to make any dogmatic assertions upon the relative merits of either one or the other.

Is it not reasonable to believe that our environment is just as important a factor as our inherited qualities? Clean, healthy environment helps to produce clean, healthy thought, while debased, sordid surroundings tend to depress our mentality. On the other hand, pleasant thoughts stimulate us physically and morbid thoughts produce debilitating effects upon our physical well-being.

Walter Dill Scott, the psychologist, in his excellent book, "Increasing Human Efficiency in Business," says, "A successful day is likely to be a restful one, and an unsuccessful day an exhausting one. The man who is greatly interested in his work and who finds delight in overcoming the difficulties of his calling is not likely to become so tired as the man for whom the work is a burden." And again he says, "Intellectual work which is pleasant is stimulating and does not fag one, while intellectual work which is uninteresting or displeasing, is depressing and exhausting."

Many of us find ourselves in splendid surroundings, have many opportunities, but fail to take advantage of them through lack of concentration of brain force, or deficient knowledge of ourselves and our capabilities. It is the purpose of this work that we may learn to rise above our environment, whatever it may be. Before doing so we must train our minds to overcome the obstacles of our immediate surroundings, should they be adverse.

The science of analyzing human nature deals with the most serious problems of life, which are: first, choice of vocation; second, health; third, selection of a partner in marriage; fourth, choice of associates; fifth, self-control and self-improvement. The study of this wonderful science will teach us our shortcomings and enable us to cultivate our ideals. Mental and physical energy will then help to form these ideals into realities.

The first essential is logical reasoning, as explained at the beginning of this chapter. Inductive methods should be applied to all forms of thinking and we should always reason from the concrete to the abstract, from the materialistic to the metaphysical, in short, from the simple to the complex.

Truth is truth all over the world, and if we forge our philosophy link by link we may readily overcome the apparently insurmountable obstacles of ignorance and unreasoning prejudice. Always test every proposition and every statement pro and con by asking the why and wherefore, and lastly as a final resort *make it prove itself by a practical test*. Studying character is a judicial process and judgment must be based on close observation and unprejudiced reasoning.

"And it must follow, as the night the day, thou canst not then be false to any man."

Character analysis, the acme science of sciences dealing with the evolution of man, the most potent

factor of the universe, must conform to these laws of scientific reasoning, and the closer we adhere to these principles, the nearer we arrive at the desired haven of truth.

Man is body and mind. There is a close and intimate relationship between the two and whatever affects one will materially affect the other. Heredity and environment are the forces that mold the individual.

Starting with these basic axioms as our foundation we will endeavor in concise, yet comprehensive statements, to build the towering philosophy of character study until its brightness will pierce the clouds of ignorance and then the sceptics of today will be the followers of tomorrow. The initiation of any new dogma invariably has its assailants. However, throughout all history the apparent dream of today is the accepted truth of tomorrow. Martyrs have been persecuted in all times, in all lands and by all peoples, yet they have persisted until their assertions were proven. Harvey nearly died in trying to prove his theory of the circulation of the blood, the same being true of other scientists such as Galileo, Socrates, Newton, Gall, and Darwin. The Wright brothers built the first successful heavier than air flying machine despite the fact that so great a mathematician and scientist as Professor Simon Newcomb made the

assertion that it was an absurd dream and could never be realized.

The great engineer, Stephenson, to whom the civilized world owes so much, was branded an impudent quack. Copernicus stood alone when he declared his immortal system. His bold speculations were kept secret for many years before he dared to publish them. Bruno was burnt at the stake as a heretic for declaring his adhesion to the Copernican doctrine regarding the construction of the universe.

Robert Fulton, who built the first practical steam-boat, had been driven nearly crazy by his unavailing efforts to convert the wise and the unwise to faith in his powers.

The beginner in the study of character analysis will meet with similar rebuffs and people will doubtless point out many apparent contradictions and exceptions to the rules in this study, but careful investigation invariably discloses the fact that these exceptions and contradictions are only superficial and easily explained.

The student must avoid examining character in public until he thoroughly masters all the principles of the science and carefully weighs all the variables of complexion, form, structure, quality, proportion, health, and so forth. The child who attempts to read after studying only half of the letters of the alphabet and the physician who attempts to practise after studying blood circulation or chemistry only, would be

sadly handicapped. The character analyst who attempts to judge character by color or form alone, or by head shapes only, would be in a similar position.

This was one of the common errors of the old phrenologists. They carefully studied the shape of the brain and pronounced a man as adapted to follow this or that career without taking into consideration the fact that a man may have deficient energy or a poor digestion, either of which would practically disqualify him from pursuing the branch of work the shape of his head indicates. Everything about a man speaks volumes about him. The student should be neither discouraged nor confused until he has painstakingly secured and verified all the facts. Then and then only can he form logical conclusions.

CHAPTER II.

COLOR OR COMPLEXION

WE will begin with the subject of color or complexion of the human species. Ernst Haeckel divides the human race into two great classes, and appropriately calls them the dark whites and the light whites. Nearly all the other anthropologists divide mankind into two similar classes, the whites or blacks, Caucasians or Negroes, blondes or brunettes. Popularly described, the blonde is a person with extremely light hair, blue eyes, and a pink-and-white skin; a brunette a person of the white race with dark hair, black or brown eyes, and a very light olive skin. The meaning of the terms as we use them here designates ALL races of mankind as members of these two great classes—the white skinned and the dark skinned.

The albino is the most extreme blonde; the black negro the most extreme brunette. In classifying people as blonde or brunette, we strike an imaginary line halfway between these two extremes. Those fairer than half way are blonde; those darker, brunette. According to this system many who would ordinarily term themselves brunettes are in reality blond.

Darkness or brunetteness is due to the relative amount of pigmentation contained in the hair, skin, and the eyes, and this pigmentation is the immediate cause of the differences in color among human beings. Discoverers of the chemistry of light have proven that the blue violet or the ultra-violet rays of the sun influence the skin. In 1895 Joseph von Schmaedel read a paper before the Anthropological Society of Munich, announcing his theory that darkness of the skin was evolved for the purpose of excluding actinic or short rays of sun light which destroy living protoplasm.

It was maintained by Flourens that the negro must be specifically distinct from the European since the former possesses between the two layers of his skin, a dark pigment or coloring matter, thus different not only in hue, but in structure also from the skin of the white man. Flourens afterward abandoned his view and finally accepted the common one, that the black pigment in the negro is deposited in the same layer of the skin as it is in the dark races of India who, ethnologically viewed, are quite distinct from the African races. The fact was brought out that the same layer receives the coloring matter when a white man is bronzed by exposure to a tropical sun.

In 1905, Major Woodruff, A. M. M. D., Surgeon U. S. Army, published his book, "The Effects of Tropical Light on White Men." In this valuable

work, he champions the theory of Von Schmaedel and presents the results of years of study, observation and countless investigations. He submits a mass of data and proves to us almost beyond doubt that where the rays of light are short and strong we find races who are heavily pigmented or brunette in color. Excessive sunlight first stimulates, then exhausts, and finally destroys the living periphery capillaries which lie directly under the surface of the skin. The darkness of both the brunette and the negro has been evolved by nature for the purpose of protecting the delicate tissues of this natural envelope, the skin, from the terrible effects of the concentrated or actinic rays of the sun. Blonde people are not endowed with this equal protection against the ultra-violet rays, consequently, after any undue exposure to the sun, they suffer from sunburn, nerve exhaustion, neurasthenia, sunstroke, and similar ailments, results which, from their very bloneness, such people cannot avert.

The writer has observed many cases of nerve trouble due to the fact that extremely blonde people are living in very sunny portions of the earth. This is especially true of such countries he has just visited as Australia, New Zealand, and many of the southern portions of the United States.

In places where there is little sunshine, sombre foggy conditions are often prevailing, and we find races of people, blonde in color with less pigmentation

than the inhabitants of sunnier climes. Confirmation of this theory is found in the evolution of extreme bloneness amongst the Germans, Finns, Norwegians, Scotch, Irish, Danes, and other races in North-western Europe, especially in the region of the North, Irish, and Baltic Seas. This territory is well known for its cloudiness and darkness.

Italian soldiers use grease, lamp-black, and dark glasses to protect their eyes and faces against the glare of the sun in the Alpine fights. This is also true of Arctic explorers. Students of medicine readily understand the influence these actinic rays have upon living protoplasm. It is a well known fact that sunlight has a most destructive effect on living bacteria, tubercular and other germs. The student will note that we lay particular emphasis on the idea that it is the light and not the heat which affects the organisms. Albinos, while not more sensitive to heat than others of the blonde type, are virtually blind in bright sunshine and extremely sensitive to its effects. According to Major Woodruff, decidedly blonde races have been discovered in the heart of Africa and this is explained by the fact that they live in the heavily forested regions where the light of the sun rarely penetrates.

The effect of light is also responsible for the darkness of the Esquimaux, in that its rays reflected from the snow and ice have evolved a race with dark pigmentation. The plains of North America and

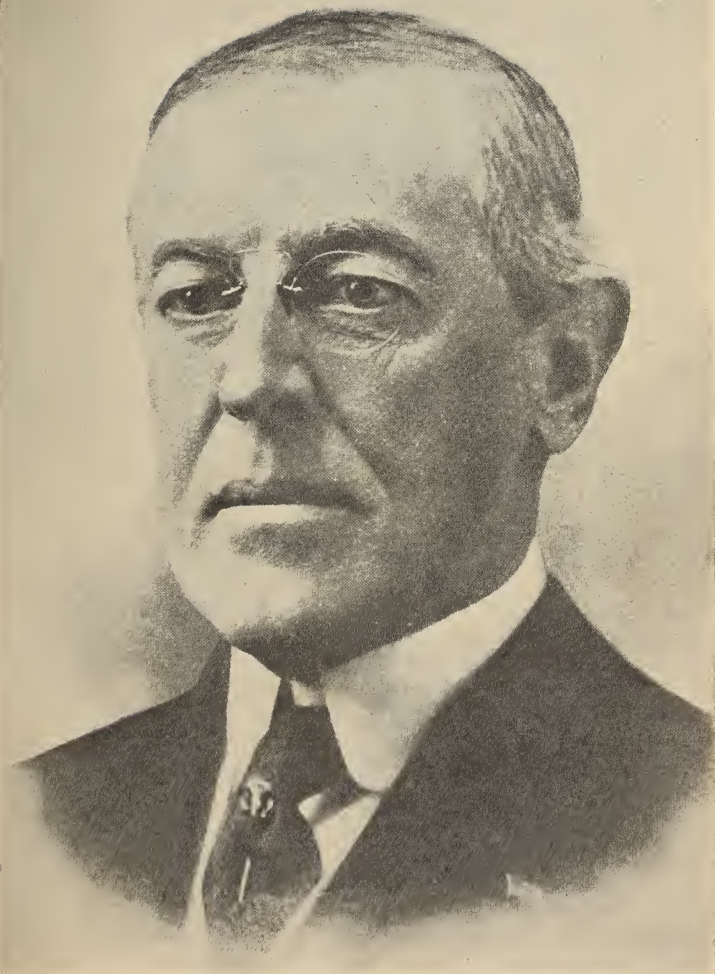


Fig. 2.

PRESIDENT WILSON,
The Philosophic Statesman.

Northern Asia, while cold, are also largely free from fog and cloud, so here again we find more evidence of the law of color. The brunetteness of the North American Indian and the pigmentation of the Turk and Tartar are essential in these regions as a protection against excessive light. The blonde races throughout the world inhabit those parts of the earth which are usually dark, cold, and cloudy. People of the brunette type inhabit those regions where the rays of light are shorter and stronger, for example the French, Italian, Spanish, Arabian, and Negro, as well as the Polynesian.

Anthropologists agree that primeval man inhabited the tropics and was of the dark or brunette type. Driven by evolutionary forces such as overcrowding, the introduction of sailing and other forms of navigation and travel, the primitive brunette became a roamer, a pioneer, and explorer. Emotional characteristics such as love of adventure, desire to conquer, restlessness, dissatisfaction with routine life, and other similar causes may also have played an important part in causing these ancient wanderers to leave their original surroundings.

Conditions of living in the northern colder climates are harsher and more rigorous than in the milder, warm, tropical regions, and it was only the strongest, most virile and aggressive of these travelers who could survive in this severe environment. In the

colder countries too, the struggle for existence was keener, and it was only the individual who possessed a strong and robust constitution who was able to survive these harsh conditions. He had to use intelligence, resourcefulness and reason to guide him in storing food and devise bodily covering if he were to evade starvation and death. Therefore, the normal blonde is inclined to be large and robust, with a superabundance of buoyant health, strength, and vigor. In this connection permit me to instance the Viking, the Norseman, and the Aryan of past history who are typical examples of these early roamers.

The blonde is distinguished by his relative large size, healthy positive physical processes, vigorous constitution, warm, moist skin, ruddy complexion, blue eyes, and light colored hair and beard. Since his race was evolved in a cold, dark, harsh environment, only those survived who were most vigorous, most hopeful, most intelligent, most domineering, most aggressive and most capable of adapting themselves to extremes of heat and cold, feast and famine.

In order to maintain heat it was necessary for his ancestors to eat and digest large quantities of food, and breathe in a great deal of oxygen, and for these reasons the blonde seldom suffers from chronic diseases. He becomes ill quickly and dies, or recovers rapidly. In his hunting, sailing, and fighting, the blonde has always been called upon for a quick exhibi-

tion of concentrated energy, followed by a period of recuperation, so he is not particularly well fitted for long sustained physical action, and therefore lacks patience and concentrativeness. All of his physical processes are rapid and active, though he possesses relatively little endurance. He expends his abundant energy too rapidly, for example, in athletics, the blonde excels in the sprints and dashes, in jumping, throwing, vaulting, and other such contests; while the brunette is better adapted for long runs, wrestling, prize fighting, and feats where endurance is a primary factor.

Dr. Blackford, who has made an exhaustive study of color, tells us that the blonde is the Rooseveltian who is constantly on the move. It is the type that goes to extremes and works rapidly and enthusiastically. A man possessing a high degree of bloneness is likely to work quickly, to overcome obstacles, to coerce others and to force himself. His roving and varied life have made him enthusiastic, hopeful, changeable, rather fickle—and he arrives at his conclusions without mature deliberation. He is always practical and energetic though the issue may not always terminate successfully. He is stimulative, alive, and positive in the electric influences which he instinctively conveys to others. Motion is the one and active element of his being and he is always on the alert. Sometimes he hits the mark; sometimes he misses.

The man who has a good circulation, a good diges-

tion, and who breathes deeply will naturally be optimistic, hopeful, exuberant, eager, and fearless. Such a man is willing to take a chance; he is speculative, impatient, restless and always striving for new worlds to conquer. The early struggle for existence has led him to rove far and wide on land and sea. He has developed an eager, active disposition and is fond of variety and change. He will easily turn his attention from one interest to another, and as a result of the conquests he has made in the past ages over his environment, the blonde has developed dominative and domineering characteristics and loves to rule; hence, we can trace the advent of his predominance in the relative spheres in the realms of royalty and nobility.

He is eager to take the initiative, to handle and manage large enterprises generally. The blonde likes excitement, crowds, gaiety, and readily forms acquaintances and makes friendships, but on account of his versatile nature, he lacks stability and is liable to be fickle. Thus the blonde is generally to be found in politics, organizing and promoting great adventures, selling, advertising, colonizing, and creating, his inventiveness no doubt being prompted by the exigencies of his environment.

"Brunetteness" was evolved in a great majority of cases in a warm, pleasant climate where man's wants and necessities were comparatively few. The brunette easily found what he needed from the abundance

of animal and vegetable life around him and had no need to sail or travel far by land in order to sustain himself.

A human organization of the brunette type will manifest itself by darkness of the principle features of the body, hair, skin, eyes, and so forth. As the brunette races are evolved in a kindlier environment than the blonde, they have been able to survive without the exuberant health, strength, vigor, intelligence, resourcefulness, and aggressiveness of the blonde. Their respiration, digestion, circulation, and elimination are all slower and more moderate than in the blonde, tending to give the brunette a more enduring, steady, and concentrative disposition. Physically and psychically, in his movements and his thinking, the brunette is slower than the blonde. Hence, size is not so necessary, for his survival. He is not inclined to be so large as the blonde, nor is he so active, so quick, or in any way so positive. He does not so readily fall a prey to epidemics or maladies, but is more subject to chronic diseases.

Because his environment has not required it, the brunette is not so bold, not so aggressive, not so recklessly indifferent to consequences as the blonde, and the result is that he tends to be more cautious, conservative, painstaking, patient, and constant. In keeping with all of these qualities the brunette does not seek the limelight but prefers a quiet home, a few

friends, the beauties of nature, and outdoor life. He has not been compelled to give all of his time and energy to a struggle with harsh material conditions, and he has evolved a tendency to spiritual and philosophic activities.

The principal religions of the world—Christianity, Judaism, Mohammedanism, Hindooism, and Buddhism, all have their origin and most devoted adherents amongst brunette people, and the same is true of Occultism, Mysticism, Theosophy, and other profound and meditative philosophies. Whereas the blonde excelled in warfare, sailing, pioneering, and fighting, he lacked culture, literary and artistic ability until the era of learning gave him these attributes also.

It is no secret to employers of labor that the blonde as a general rule is positive, brilliant, restless, progressive, changeable, optimistic, and speculative, while the brunette is negative, quiet, consistent, patient, specializing, steady, thoughtful, serious and conservative.

The noted anthropologist, Havelock Ellis, says, regarding this point: "It is clear that a high index of pigmentation, or an excess of fairness, prevails among the men of the restless and ambitious temperament; the sanguine, energetic men; the men who easily dominate their fellows, and who get on in life, and the men who recruit the aristocracy, and who doubtless form the plutocracy.

"It is a significant fact that men of the lower classes, the artisans, and the peasants, also the men of religion, whose mission in life is to preach resignation to higher will, are all notably of dark complexion; while the men of action thus tend to be fair, men of thought, it seems to me, show some tendency to be dark."

And again he says, "The fair man tends to be bold, energetic, restless, and domineering not because he is fair, but because he belongs to an aboriginal fair stock of people who possess these qualities; while the dark man tends to be resigned and religious and imitative, yet highly intelligent, not because he is dark but because he belongs to a dark stock possessing the characteristics."

"While, however, the fair population is the most irreligious and progressive the dark population is by no means behind in the production of intellect."

I am indebted to the works of Dr. K. Blackford, the employment expert, for a great deal of the foregoing information upon these points and also to Dr. William Windsor, who gives us a similar classification of the laws of color and its relation to man's characteristics. He says, "The electric, (brunette) temperament exists when electricity dominates over magnetism in the organization. Its characteristics are gravity, receptivity, darkness, and coldness. This temperament was formerly called the bilious or brunette temperament. It is distinguished by dark, hard, dry skin, dark strong

hair, dark eyes, olive complexion, accompanied usually by a long athletic form of body. It is remarkable for concentrativeness of design and affection, strong gravity, drawing power and cohesiveness, strong will, resolution, dignity, serious disposition and expression, moderate circulation, and coolness of temperature. It is produced by a dry, hot climate, common in southern latitudes, and almost universal in tropical natives. Persons of this temperament are better adapted to hot climates because electricity dominates over magnetism, and they do not antagonize the climate which they absorb. This temperament is closely analogous to the condition of tropical animals and birds.

“The magnetic (blonde) temperament exists when magnetism dominates over electricity in the organization. Its characteristics are vibration, radiation, heat, and light. This temperament was formerly called the sanguine or blonde temperament. It is distinguished by a light colored, warm, moist skin, light colored or red hair, fresh ruddy or florid complexion, light colored or blue eyes, rounded form of body, often plump or corpulent, large chest, square shoulders, indicating a very active heart and vital organs. It is remarkable for versatility of character, jovial disposition, fond of good living and great variety, changeableness, activity, and vivaciousness. The temperature is warm and the circulation is very strong. This temperament vibrates

between great extremes of disposition, develops great force of radiation and driving power, and is universally characterized by warmth, enthusiasm, and high color. It is produced by climates of northern and temperate latitudes, and is almost universal in the natives of extreme northern countries. Persons of this temperament are better adapted to cold climates, because magnetism dominates over electricity, consequently they produce more animal heat and are better able to endure the rigors of a cold climate. These same general conditions are found to exist in birds and animals inhabiting northern latitudes."

Many other students of character analysis have termed the blonde electric, and the brunette magnetic, or vice versa, and in order to avoid confusion we have accepted the popular classification of color under the heading of bloneness or brunetteness.

It is significant to note the domination of the blonde races over the darker races in the modern regime. All over the world we see the darker and brunette types subject to the will and the laws of the blonde. It takes only a handful of English soldiers to keep all of India in subjection. Blonde England rules not only dark India, but Egypt and other dark races that inhabit Africa, blonde Germany rules parts of Africa and dark Turkey, and blonde America has a powerful political and economic influence upon Cuba, the Philippines, and the Latin races of Central and South America. Blonde

Belgium rules the Congo, and the blonde Dutch over the dark Kaffirs.

Manifestly there are degrees of pigmentation, and the student should study carefully these degrees, for there are variations of blonderness among Scandinavians and variations of brunetteness among Italians. For convenience I suggest that the student memorize the following table or scale of pigmentation:

0. The Albino, white hair and skin, colorless eyes.
10. Flaxen hair, light blue eyes, shell pink skin.
20. Golden or light yellow hair, blue or light grey eyes, fair skin.
30. Red or auburn hair, grey or blue eyes, fair skin or freckles.
40. Light brown hair, blue-grey eyes or green eyes, tinted or medium skin.
50. Brown hair, green or blue eyes, medium skin.
60. Brown or black hair, light brown or hazel eyes, creamy skin.
70. Dark brown hair, dark brown eyes, medium brunette skin.
80. Black hair, black eyes, olive or yellow skin.
90. Brown races, Yellow races, Mulattoes, Creoles, Maoris, Indians.
100. Negro or black races.

To summarize: The normal blonde is positive in his respiration, digestion, elimination, and circulation,

quick, active, materialistic, practical, creative, versatile, optimistic, enthusiastic, aggressive, adaptable, cheerful, energetic, and sociable, and should engage in occupations where these characteristics are essential, such as advertising, organizing, construction, exploring, manufacturing, selling, politics, transportation, platform work, merchandising, and so forth.

The normal brunette on the other hand is slow, negative, passive, enduring, serious, concentrative, spiritual, meditative, philosophic, submissive, patient, careful, dependable, painstaking, imitative, constant, and adapted for such occupations as agriculture, art, literature, clerical work, drama, music, scientific research, theology, and philosophy.

The blonde possesses such weaknesses as lack of endurance, impatience with detail, blind optimism, fickleness, impulsiveness, speculativeness, foolhardiness, irresponsibility, positiveness, and a disposition to domineer. He should make every effort to remedy these defects.

The brunette would do well to cultivate positive physical functions and watch his weaknesses which consist of melancholy, pessimism, lack of originality and initiative, inactivity, superstition, lack of sociability, and deficient speed.

The medium type is moderate and balanced in all of these characteristics and his abilities are discerned by an analysis of his other variations.

CHAPTER III.

THE FORM OF THE FEATURES

NEXT to color, the important item to be considered in connection with the study of human nature is the form of the individual. Form is evidenced in the shape of the features and the entire body. It requires no specialist to observe that the fox or greyhound with their sharp, pointed features, are quicker, more responsive, and less enduring than the bulldog, who has flat or 'dish-faced' features, and it turns out as one might naturally expect that a man who resembles the fox in form, (the convex type) is quicker, swifter, keener, more responsive, and less enduring than the man who resembles the bull dog, (concave type) in form.

The needle is sharper than the knife and therefore has greater penetrating power. Remember that in general objects which are sharp or are intended either by nature or by man to go rapidly are pointed, and you will have a crude but exceedingly useful key to the character and disposition of the extreme convex. The man who has this sharpness is easily distinguished by a profile view which shows a sharpness of all angles, and prominence or projection of the principal facial

characteristics. The extreme convex, as shown by the illustration, has a receding forehead, prominent at the brow and retreating as it rises, prominent Roman or Jewish nose, protruding and prominent mouth, and narrow and retreating chin. You will observe that the facial lines approximate the outer edge of a circle. The keynote of the convex type is sharpness and this is usually accompanied by a great activity of the mind and vivaciousness of disposition, and frequently develops great asperity and energy. This type, however, is very likely to exhaust itself prematurely.

If a man has this convex or bulging face, it signifies great mental and physical activity and makes the person quick, keen, practical, positive, alert, impatient, penetrating, observing, aggressive, and energetic. A convex individual makes up his mind quickly, thinks quickly, even impulsively, and immediately tends to translate his ideas into practical action.

The concave, on the other hand, is the opposite in form, and his features express entirely different characteristics. The concave face is also best observed when we have obtained a profile view, and if the features are inclined to be arc-shaped from the base to the apex, or tending to resemble the inner edge of a circle, we can then assume that we behold the concave type. It is distinguished by the concavity of features and the obliquity of angles, or rather the

absence of angles. The face is usually broad in general outline and pushed in or receding in profile; the forehead prominent and wide at the upper part, near the hairline, and medium or flat in development at the eyebrows, the nose concave, low in the bridge, swaybacked, and curved inward, the mouth retreating or pushed in, the teeth flat in form and arrangement, and the chin prominent at the point and concave.

The keynote of this character is its mildness or neutralizing effects. A man whose profile is concave is mild, slow, and passive; he thinks slowly, deliberately, weighs the evidence, is calm, judicial, theoretical, and self-controlled. He is perennially good-natured and definitely thinks out reasons for everything he does. He is patient, slow, plodding, mature of thought, and slow in action. His broad, prominent chin indicates endurance and persistence. His concave mouth shows good digestion and therefore freedom from irritability and his concave forehead shows slowness of thought, impracticality, meditative and philosophic ability. Instead of using the aggressiveness of the convex type, the concave person gains his ends by tact, diplomacy, and patience. The extreme convex on the other hand is frank, quick in observation, stimulating, and often sarcastic, discourteous and irritating.

To gain a more comprehensive idea of the study of form, we must take into consideration the study of the



Fig. 3.

EXAMPLES OF CONVEXITY AND CONCAVITY

Joseph A. Shay.

Mrs. Perry Belmont.

Mrs. P. Lydig
Emma Goldman.

Wm. Jennings Bryan.

John D. Rockefeller, Jr.

Mae Marsh.

Tom Johnson.

M. J. Kramer.

Col. Fred Hale.

different features of the face and study them more carefully.

Any feature which is sharp and prominent belongs to the convex temperament and indicates positiveness in action and quickness in response. Thus, a convex forehead is sharp and prominent at the brows and retreating as it rises. It will show the man who is quick in thought, scientific, practical, and matter of fact. The author has studied numerous dark races such as Cingalese, Hindoos, Maoris, Fijians, and Hawaiians and finds that they all have a forehead built high at the top near the hairline and flat at the brows. This agrees with our studies of color for it has been discovered that this concave forehead is always associated with the slow, meditative, philosophical and theoretical faculties of the brunette.

Always and everywhere the bulging forehead is the forehead of meditation, of dreams and fancies, of abstract reasoning, and philosophies. The portraits of Herbert Spencer, Bergson, Schopenhauer, Benjamin Franklin, Horace Mann, and other philosophers show a remarkable development of this concave brow, whereas examination of the photographs of scientists, practical men, and investigators, such as Lord Kelvin, Steinmetz, Elisha Gray, Edison, and Ford, shows the prominence of the brows and the sharp receding forehead.

A concave or swaybacked nose is always associated

with deficient energy, whereas a convex nose shows an active condition of the lungs and positive energy. This is readily understood when we realize that a convex nose high in the bridge, long and thin, is better adapted for working in a cold atmosphere, for cold air admitted through such a nose in large quantities would be drawn in thin ribbons around the moistened and heated surfaces in the interior of the nostrils and thus prepared for the lungs. Primitive man was not only dark according to the anthropologists, but he had a short wide, low bridged nose, with large round nostrils, leading almost directly to the throat. Study any photograph of dark races who inhabit the sub-tropical regions and you will find evidence of these indications. In the warm region that he inhabited, this type of nose was admirably suited to his need. The man who has a high bridged convex nose and consumes large quantities of oxygen will express his energy in an aggressive, active, and positive manner. The receding or concave nose is always associated with comparative inactivity and moderate or negative energy, oftentimes amounting to absolute laziness. The Tartars and North American Indians, though dark on account of exposure to the excessive light on the plains, tend to high and narrow noses on account of the cold climate and the necessity for activity and energy. Thus again we note that sharp, prominent noses are indications of sharp, quick, and positive

energy; receding or concave noses on the other hand show the man of negative and deficient energy.

When the mouth and teeth are sharp in form and arrangement, we behold the man who has a quick and therefore unreliable digestion. He does not take sufficient time to properly masticate his food and the result is irritability of disposition, cynicism, sharpness of speech, and perhaps grouchiness, whereas a man with a concave mouth and teeth is mild in his speech and good-natured in his disposition.

A convex or receding chin is always an indication of impulsiveness, lack of maturity or deliberation, and negative endurance. A concave, broad, and deep chin is always associated with a powerful steady heart action and incidentally with determination, courage, deliberation, and positive endurance. The extremely convex or retreating chin is always indicative of a poor, spasmodic heart action and weak blood circulation. This is coincident with the emotional and psychical characteristics of such a person who is always weak, timid, nervous, apprehensive, impulsive, and lacks poise or self-control.

Concavity and convexity of course are relative terms; some faces are extremely sharp and pointed, others are extremely drawn in, and there are many variations between the two extremes, and also corresponding variations in disposition and character. The balance of the extreme convex and the extreme

concave is struck by the plane face, the contour of this face being straight and parallel with the spinal column. This type is moderate in its energy and thoughts, and has a reasonable, practical, and balanced judgment. He has capacity for both thought and action, although he is neither as energetic and practical as the convex nor as deep a thinker and patient a worker as the concave. His characteristics are usually determined by other manifestations.

The man with the convex form of profile is quick in his thinking and quick in his actions. He is a flier.

The man with the concave form of profile is slow in his thinking and slow in his actions. He is a plodder.

The man with the plane form of profile is moderate and balanced in his thinking and movements.

Many individuals have variations of all of these characteristics, that is, some have a convex forehead and nose and a concave lower part of the face. This would denote the type of person who is quick in thinking, practical, observing, energetic but deliberate, calm and patient in his actions, and this man no doubt would do well as a leader, executive, or ruler.

Then we have the concave forehead and the convex nose, mouth, and chin, showing the person who acts quickly and impulsively but does not stop to think or investigate. This type would make a very poor executive but would do well in routine work, where

there is little or no responsibility, for he is naturally deft and quick.

A little practice in the study of form will enable the student to interpret the different features and draw accurate conclusions from these individual observations.

Each of these types has its legitimate spheres of activity.

The convex person is quick, frank, keen, does not avoid argument, is practical, matter-of-fact, blunt, ready and positive in all his mental and physical characteristics.

The concave type is mild, good-natured, genial, tactful, and suave. He is careful, gentle, philosophic, and persistent. He is diplomatic, a dreamer and a planner, but the practical, energetic convex is usually the one to carry out these ideas, plans, or schemes.

In law offices the concave type plans the case and consults the witnesses; the convex lawyer fights the case.

The concave is the plodding, patient retail salesman; the convex the hustling, active commercial traveler.

Convexity tends to make the blonde and brunette more positive in all of their manifestations, whereas concavity has a neutralizing or negative effect, thus a man who is blonde and convex would be extremely aggressive, sharp, impulsive, active, quick, positive, and lacking in endurance. The brunette convex would be

quick and practical in his specializing and concentrative influence. The blonde concave type, though changeable and variety-loving, is steadier and more deliberate in his thoughts and movements than the blonde, convex individual. The brunette concave type rarely becomes successful except in such fields as religious or scientific investigations. They are slow and negative in all of their characteristics.

In connection with this phase of character study, we come to a point where we notice the deviation of man from the animal kingdom in a startling manner. This is shown by the facial angle. Camper, a Dutch scientist, proposed to trace an imaginary line which he called the facial angle down the forehead to the most prominent portion of the upper jaw; this, Camper called the "facial angle," and it is sometimes called "Camper's angle." Its purpose was to show that the nearer the angle approaches to a right angle, or in other words the larger and more prominent the forehead, the greater will be the intellectual power. He says that two extremities of the facial angle are 70° or 100° from the negro to the Grecian antique. Make it 70° and you describe an ourang-outang or an ape; lessen it more and you have the head of a dog; increase the minimum and you form a fowl—a snipe, for example, the facial angle of which is nearly parallel to the horizon. The facial angle is better noted than described, but these few illustrations will elucidate

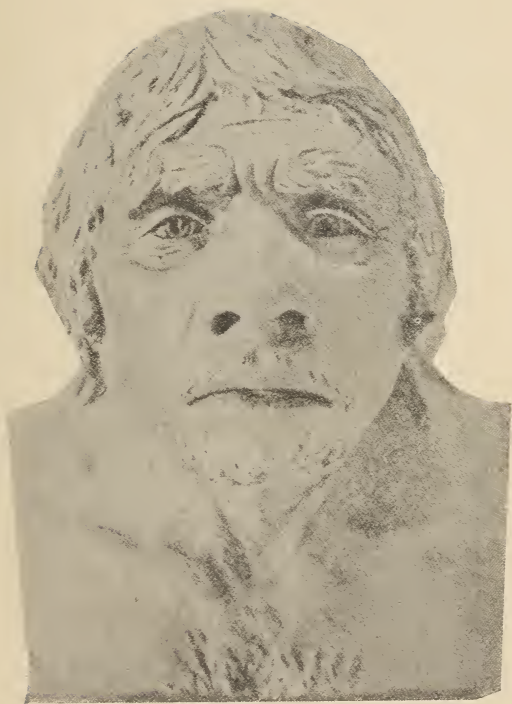


Fig. 4.

THE NEANDERTHAL MAN.

This figure of the Neanderthal man is from a model by J. H. McGregor. The Neanderthals were the original "cavemen," the mighty hunters of prehistoric times. Human intelligence and idealism practically began with this race.

this matter the more clearly; thus, again, the snake, turtle or fish are of the lowest orders of the animal kingdom, and their facial angle is very small. We can readily discern this by noting that the eyes, mouth, and spine are almost on a plane, and the higher we ascend in the animal kingdom, the more parallel these lines tend to become. In the dog, tiger, and elephant the angle tilts more, and when we reach the kangaroo and chimpanzee, the lines almost correspond. See the photograph of the Neanderthal man.

CHAPTER IV.

THE STRUCTURE OF THE BODY

THE study of the structure of the human body in relation to the laws of character analysis is one of the most interesting, practical, and valuable branches in the curriculum of human science. In contemplating mankind we at once take cognizance of the fact that there are no two individuals constructed in the same proportion. There is an infinite variety of human shapes, while the constitutional elements in every human being are the same. Each has the same number of bones, the same number of vital organs, the same number of physical functions and mental faculties, but in different degrees of development. Some are tall and lean, others short and fat; some have large bones, others small, some are coarse and strong, others fine and delicate, some are active and energetic, others sluggish and inactive.

The variety of dispositions and physical organizations is caused by a predominance of some vital organ, or system of organs. Many years of experience and observation have taught us to associate certain mental traits of character and disposition with certain corresponding physical combinations.

The philosophers of ancient Greece ascribed the diversity of dispositions to the texture of the frame, not to the features, nor to the proportions, shape, or color, but rather to the mixture of the elements of the body, and more to the fluids than to the solids. Hippocrates treated these humors under four heads; sanguine, phlegmatic, choleric, and melancholic. People in those days accounted for man's temper by the humor he was in. Their theory has long been exploded, yet it has given color to our language, and we still speak of a person in a peculiar humor, as they did in the time of Hippocrates. Horace spoke of his "liver swelling with bile in a fit of jealousy." Shakespeare describes a coward as "lily-livered" and "lacking gall to make oppression bitter." All physiologists recognize different temperaments in the human body, but differ mainly in the manner of classification of the organs or the functions that produce them, and the causes of the different influences on the mind. The most popular classification in Paris was arranged by Dr. Thomas, that is, the abdominal, thoracic, and cephalic.

There is another called the European classification which was introduced by Dr. Spurzheim, one of the founders and first expounders of phrenology, namely: lymphatic, sanguine, bilious, and nervous. This division is perhaps the most popular in England. The most practical and most scientific classification

was made by O. S. and L. N. Fowler in 1839, two expert phrenologists of world wide experience, namely: vital, mental, and motive. These terms are based upon natural division of the bodily system, and the very names define the functions and characteristics of each. This may be called the American classification, and I believe it to be the most practical and scientific.

THE VITAL TYPE OR THE FAT MAN

The vital elements comprise the nourishing and digestive apparatus of the entire system, the lungs, stomach, liver, glands, veins, arteries, and the whole alimentary canal. It embraces all the organs within the trunk. Its function is to provide fuel and nourishment to sustain the brain and body, to manufacture vitality, to oxygenate the blood, to create and sustain animal life. It fires, stimulates, intensifies and electrifies the body, builds up the torn down tissues expended from mental and physical labor.

Persons with this element predominating are characterized by a deep chest, large abdomen, stocky form, broad and deep, short and thick, full round face, large round body, round hands, full or double chin, with large breadth of nose indicating great breathing capacity. They create more nutrition than is necessary to carry on the operations of mind and body, consequently they put on superfluous flesh and become

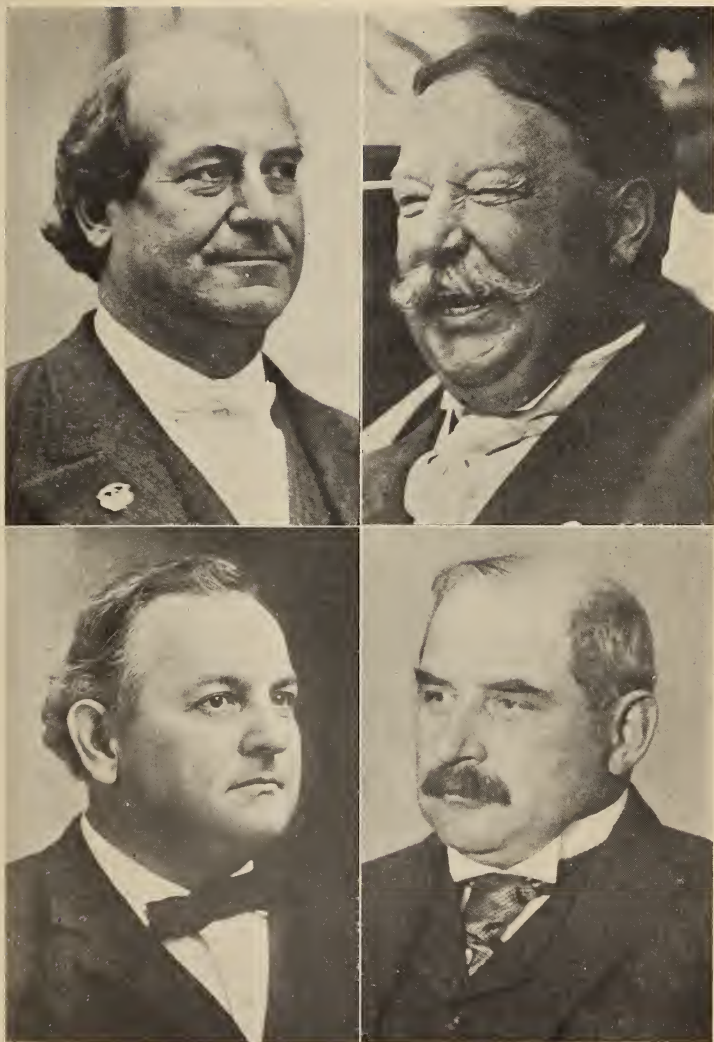


Fig. 5.

THE VITAL TYPE—POLITICIANS AND FINANCIERS

WILLIAM JENNINGS BRYAN.

TOM JOHNSON.

EX-PRESIDENT WM. H. TAFT.

J. PIERPONT MORGAN.

fat and heavy, and the extreme of this type is corpulent. Such persons are prone to enjoy life, love ease, luxury, and pleasure.

Individuals thus constructed possess happy, placid, and contented minds and faces. They love the good things of life—good food, good clothing, a comfortable bed, ease, and leisure. In spirit they are amiable, candid and practical, are inclined more towards business than study, more worldly than scientific. Persons with this temperament predominating learn more from observation, experience, and conversation, than mental drill, abstruse reasoning, and long meditation. They are usually shrewd, have plenty of tact, are sociable and friendly, also more commercial than literary.

The vital person is round, fat, well nourished, and strong in capacity. Vitality is indicated by an active nutritive or vital system, also by large lungs, full cheeks, stomach and blood vessels and a corpulent and plump figure.

Reference to the portraits of famous judges, politicians, financiers, executives, organizers, and commercial kings will show a great tendency toward construction upon lines of a circle, namely: round face, rounded body, and a tendency to roundness in hands and limbs.

Persons possessing this as their leading element and only a moderate degree of the mental, enjoy excite-

ment, amusement, fast driving, theaters, and social pastimes. This type usually possesses an extremely large degree of amateness, therefore they are very ardent lovers and they have large social proclivities, large selfish propensities, a head more broad than high in proportion, excellent powers of observation, and good, practical judgment. On account of their strong vital system and love of social life, they are more prone to dissipation, to self-indulgence, and therefore, subject to perversions of the passions and appetites. Gamblers, sports, harlots, and so forth, are usually perverted examples of this combination.

Some of the occupations most frequently found in this class of persons are those of owners of theatres and amusement places, hotel and restaurant proprietors, butchers, grocers, and saloon-keepers. They have exceedingly keen financial instincts and are the money makers of the world. When united with strong mental qualifications, we may find lawyers, doctors, orators, and politicians, of which profession we have many illustrious examples. Executives, manufacturers and merchants usually manifest a good endowment of the vital element, though a healthy development of this temperament is essential to all occupations and callings in life, for upon this vital system all the functions of brain and body depend for life, animation, and recuperation.

The vital represents what was formerly called, by

the old phrenologists, the lymphatic temperament. I am of the opinion that there does not exist a lymphatic influence, but rather that it represents more properly a diseased condition of the vital, and is not a normal state. It is characterized by a fullness and rotundity of form and limbs, sallow, thick, leaden, inexpressive features; thick lips, full blunt or double chin, light eyes, pale complexion, thin soft light hair, a feeble circulation, muscles soft and plastic, vitality languid, giving a lifeless and inanimate appearance to the whole physiognomy. It is produced by a predominance of the stomach and large appetite. With these external symptoms never look for a great mind. They prefer resting to working, even to playing; they would rather sleep than think; they are lazy, worthless lubbers, with hardly energy enough to laugh heartily; they are incapable of anything severe or intense or ardent in any manifestation of mind or body.

Such people excel in sleeping and eating; in feasting and fattening; they are usually gluttons, although often good-natured and harmless, slipshod, go-easy people. If perchance, this temperament or condition is linked with a good brain, they never overwork themselves but sleep and eat well in the greatest crisis. Instead of being fleshy and rosy as in full health they are fat and pale.

The vital condition is usually a feminine quality. Women in whom it is deficient have small narrow

chests, poor necks and straight or shapeless limbs, almost destitute of the elements that give beauty to the form and grace to the body.

The larger man tends to be slow of movement and is inclined to earn his living without undue exertion. The large fat man is calm, poised, deliberate, and to a certain extent phlegmatic. It is for these reasons that men of this type so often have unprejudiced judicial minds and are capable of weighing all the evidence carefully and impartially when acting as judges or arbitrators.

Some of the world's celebrities with a strong, vital temperament are Queen Victoria, King Edward VII, Grover Cleveland, Martin Luther, William McKinley, Robert Ingersoll, and J. P. Morgan. Some excellent modern examples of the vital temperament are Chief Justice White of the U. S. Supreme Court, William H. Taft, former President of the United States; Belmont, Schiff, Ryan, Wanamaker, and James J. Hill. Some prominent political figures in New Zealand of the vital type are former Prime Minister Seddon, the present Prime Minister, Mr. Massey, and Minister of Finance Sir J. G. Ward.

THE MOTIVE TYPE—THE MAN OF BONE AND MUSCLE.

The motive temperament comprises the mechanical apparatus of the man, the locomotive function of the

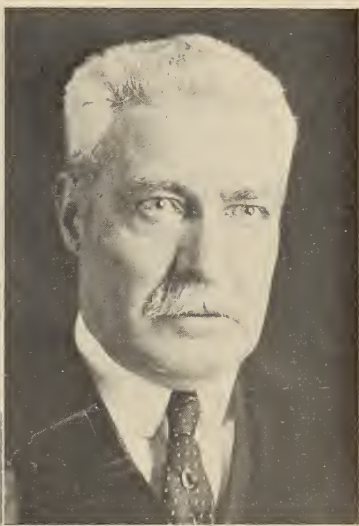


Fig. 6.

THE MOTIVE TYPE—MEN OF ACTION.

EX-GOVERNOR JOHN A. DIX.
ADMIRAL SIR DAVID BEATTY.

SAMUEL T. REA.
MAJOR GENERAL GOETHALS.

body. It constitutes the framework or the skeleton, bones, muscles, and tendons. It enables us to walk, move, stand, sit; it makes us strong, enduring, and tough. Individuals in whom this condition predominates are physically peculiarized by a square, muscular, bony appearance; square head and face; raw boned or large-boned, prominent features, broad shoulders, high cheekbones, large nose, large broad jaw, strong teeth, and firm or medium texture. In other words he is the man of bone and muscle. Sometimes he is tall and lanky as Lincoln. An example of the short, stocky, motive type is to be found in Grant.

Inherited, it is the result of climate, topographical conditions, and habits of life followed for generations. Among people who dwell in mountainous countries, like the Scotch and the Swiss, we find it strongly marked.

When these qualities predominate, it produces action, toughness, endurance, and perseverance, and compels one to follow pursuits requiring activity, locomotion, energy, and forcefulness. As a rule, those in whom motivity is strongly marked are known for their force of character, love of liberty, industry, athletic ability, courage, mechanical knowledge, and executive force; they are the leaders in active life; the observers rather than the thinkers. They can perform the work that is planned by the thinker, they are frequently arrogant and domineering, and their

love of power and control often leads them to excessive effort. The nations that have taken their place in history for their prowess are specially characterized by the motive temperament. We find it decidedly marked in the American Indian, as in fact in all barbarous or savage tribes that are celebrated for their warlike inclinations.

It is clear that the man who combines a motive temperament, blonde coloring, and a convex profile, would be an extremely combative, active, aggressive person. His character would be practically all positives, and he would possess in combination all the physical characteristics that make for determination and self-assertiveness. Character analysis points to Colonel Roosevelt as one of the most perfect illustrations known of the blonde, motive, convex, type. In this they see an explanation for the fact that his character and temperament are so positive.

All the great generals, from Julius Caesar and Hannibal, down to Grant, Foch, Hindenberg, Pershing, and Sir Douglas Haig, have been gifted with highly developed motive temperament. The leaders, overseers, managers, fighters, explorers, and constructors in every calling which demands force and action, perseverance, power, toughness, endurance, strength, and energy, will be found to possess an inordinate degree of this temperament.

An examination of the portraits of great generals,

pioneers, cowboys, builders, reformers, leaders, engineers, explorers, athletes, automobile racers, mechanics, aeronauts, and others who lead a life of great muscular activity, will show a general tendency towards structure on the lines of the square face, square body, square hand—all splendid indications of the motive type.

This type is more common to man than woman; it is peculiarly the masculine temperament.

Women in whom this temperament is predominant are well-known by their manly appearance, their unusual pluck, energy, perseverance, endurance, their love of authority, political aspiration, freedom, and independence; they are ambitious for commercial occupations and enterprises of a masculine nature. Women who are a success as traveling agents and as orators will be found to possess this temperament; such women love to govern, they manage their own households, and govern their own affairs.

Motive individuals are predisposed to a special class of diseases, namely: rheumatism, indigestion, imperfect circulation of the blood, derangement of the liver, bilious tendencies, piles, and other chronic troubles. This temperament was formerly called the bilious temperament, as such people were more naturally subject to bilious disorders. Diseases of the vital type are more acute than chronic, such as fever, inflammation, diseases of the heart, apoplexy, and so forth, while in

the motive they are more lingering than inflammatory. Disease takes a powerful hold on the motive type of people, but they possess greater toughness to endure it.

Some of the noted personages in whom this temperament predominated are Washington, Gladstone, Oliver Cromwell, Lincoln, Sherman, Grant, Meade, Farragut, Colonel Roosevelt, Von Hindenburg, Kitchener, Haig, Admiral Beatty, Von Ludendorf, Foch, Pershing, McAdoo, Joffre, Goethals, and Samuel T. Rea.

THE MENTAL TYPE OR THE MAN OF BRAINS

The mental type, though last in our order enumerated, is really first in influence. The constitutional element that lies at the basis is the brain and nervous system. Like others, its predominance is due to inheritance, though if originally moderate in degree, it may be materially strengthened by training and culture, so that while holding a secondary place it may become primary. Through this system we feel, hear, think, smell, and so forth. It produces intelligence, thought, feeling, emotion, and is the foundation of all psychic phenomena.

The characteristics of the persons who possess the mental physique are a forehead high and broad at the top and a narrowness of the jaw, chin, and lower part of the head, causing the face to look triangular in shape or similar in appearance to an inverted bell or

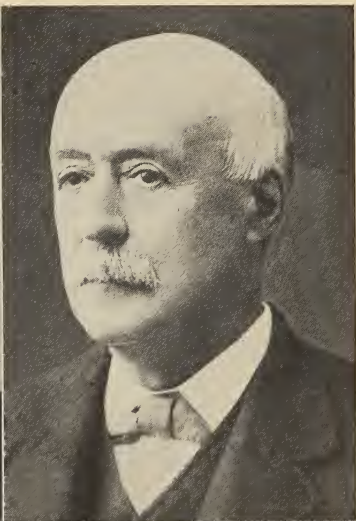


Fig. 7.

THE MENTAL TYPE—MEN OF THOUGHT.

PROF. HUGO MUENSTERBERG,
Psychologist.

KELLOGG DURLAND,
Author.

PROF. A. AGASSIZ.
Writer and Teacher.

J. N. LAMBERT,
Teacher and Mission Organizer.

pear. The body is frail and small in proportion to the size of the head, hands and features delicately cut, medium or fine textured hair and skin, the countenance mobile and very expressive. Such persons are naturally studious, intellectual, idealistic, sensitive, and refined, highly susceptible to mental impressions, have a deep love of mental labor and pursuits, desire to think and study, are noted for their clearness, precision, and mental activity. They think, love, and aspire with great ardor and devotion; they enjoy keenly and suffer intensely.

The mental is obviously the most important quality that belongs to the combination of man, for with the brain weak all other organs are worthless and valueless. It confers the poetic, philosophic, and artistic elements in man; it deals almost exclusively with the mind; it is the medium of the intellectual, emotional, and spiritual action; its habits and tastes are purely of a mental nature. This type produces the geniuses, philosophers, scientists, poets, authors, and so forth. It denotes the dreamer and the idealist. In the modern commercial world they are the advertising men, clerks, bookkeepers, secretaries, accountants, draughtsmen, and office workers. They are not fitted for hard physical work and usually hate it. Children of this class should always be given an academic training for some professional career, otherwise they may be added to the vast army of "misfits."

All the greater lights of the world have this temperament well developed. A most cursory examination of the portraits of poets, educators, literary and scientific genuises, will show generally a marked tendency in them to resemble the triangle in structure of head and body—both head and body being wide at the top and narrower in the lower regions or pyriform in shape. Owing to the absence of the motive element in their structure they dislike manual labor, but enjoy reading, meditating, and philosophizing.

The beauties and blessings of this type are indescribable; they are known only to those who are fortunate enough to possess it in a healthy degree.

The diseases that persons with an excess of this development are more subject to are brain and nervous disorders, dyspepsia, consumption, and spinal complaint.

Some of the great representatives of this type are Shakespeare, Whittier, Holmes, Horace Greeley, Edgar Allan Poe, Socrates, Mendelssohn, and Hall Caine. President Wilson is a splendid example of the mental type.

THE ALL-AROUND MAN

In nearly every individual some one organization is usually predominating, and it is the variety in degree

and the proportion of these combinations that causes the variety in human shapes. The temperament predominating has an overwhelming influence on the individual's career, and on his occupation, health, mind, and happiness. The most satisfactory mixture of these elements is a harmonious development of all three of them. It denotes the thinker, the doer, and the administrator. This is the best combination for the greatest enjoyment and efficiency; it makes the all-around man, it gives general genius and true greatness. It gives strength and harmony of character; it gives consistency as well as power, and it causes one to be strong but not coarse; emotional but not erratic, animated but not excitable. Characters such as these are seldom seen, but we find good illustrations however, in the figures of Washington, Adams, Grant, Edison, Roosevelt, and Lloyd George.

Every person must possess some portion of these three temperaments; each is a vital constituent in the life of man; each temperament performs and executes different functions; each defines its duties by the organs which compose it, and the characteristics which have produced it; each has inclinations that the other is incapable of; each temperament is good or bad, efficient or inefficient, in proportion as they are mixed and harmonized; each temperament is as great as the other; each executes a special life's work. The vital provides the fuel and steam necessary to run the

engine; the motive gives the strength, power, locomotion, and endurance for the driving machinery, and the mental is the brain or the engineer. To my mind, the mental is the highest temperament of the organization, indispensable and invaluable to the others, for it is the cornerstone of progress.

Success in life depends upon the development of man's mental and physical powers. Mere physical power is worthless, unless intelligence guides it, for it is the intellect that distinguishes man from the brutes.

There are two ways of developing one's ability to achieve success: First, by improving your thoughts and feelings, and second, by applying your power to think and feel to the persons, things, and forces about you in a manner which will produce the most desirable result. Self-knowledge is the first step to self-development and through an understanding of his own aptitudes and talent, one may find fullest expression for the highest possibilities of the spirit. *The key to self-knowledge and success is intelligent, scientific self-study.*

The motive and the vital temperament are but tools of the mental and subordinate and inferior to it. All the functionaries of the body are but servants of the mental system, for when the brain is deficient, the others are relatively weak. In our description of the different types of structure, we have considered them

mainly as independent elements. In nature, they exist in combinations, one, however, usually being more conspicuous than the others. So rarely do we find an example of an even distribution or balance that it may be said that they who possess it are marvelous exceptions in the current of human society. Thus an even mixture would indicate a most extraordinary heritage; it would be constitutional perfection.

Occasionally a person is met whose organization approaches this balance and we are accustomed to speak of him as possessing a balanced temperament, and it becomes difficult to determine which element is in predominance. In this type of person we have a good example of a balance of physiological conditions. We find the indications of a symmetrically developed body, features regular and full; the head quite evenly proportioned and an abundance of vitality, force, and mentality. In such a person the harmony resulting from the blending of the physical elements is also indicated in the character. There is vivacity, quickness, ardour, modified by consideration, steadiness, and coolness, and he is refined, delicate, and ambitious. The motive element supplies him with perseverance, endurance, and energy; the vital gives buoyancy, flow of spirit, and capacity, and the mental endows it with brains. In conduct such persons are known for regularity, decision, energy, and all around ability.

As it will be observed, we have divided the whole of humanity into three classifications, namely, the mental, the vital, the motive. In its briefest analysis these adjectives are used to describe that particular part of one's organization which is most active. A mental mind is one whose cerebro-nervous system or mentality is the dominant factor in all of his operations. A motive man is one whose life is largely regulated by the activity of his muscular system. A vital man is one who has a strong hold on life through his digestive processes. The mental type is the thinker; the motive type is the doer; the vital type is the executive—the one who directs others.

The mental individual deals largely in abstractions; the motive type is constantly on the move; the vital type is usually quiescent or active in an administrative or judicial capacity. In the professional world—medicine, for example, the mental man is the investigator, the motive man is the practitioner and surgeon; the vital man is the professor. The mental lawyer again is a keen intellectual advocate—termed by the English a solicitor; a motive lawyer is the barrister and the man who manages the firm and obtains the business. The vital lawyer is the jurist on the bench. In business, the mental type is a business builder and planner, the motive type is a business getter, and the vital type the executive. In public life the mental type is a philosophic statesman (President Wilson),

the motive type is a militarist, vigorous campaigner, or reformer, (the late President Roosevelt), the vital type, the conservative expounder of law and order, and the upholder of peace and justice, (ex-President Taft).

In physical build the mental man is usually slight and tall, with small bones and slender muscles, and nervously rapid in all of his movements. The motive man is more thick-set and athletic; he has broad and square shoulders; his whole person suggests ruggedness, strength, and physical power. The vital type is inclined to corpulency. The body is widest around the waist, from which it tapers in both directions—towards the head and towards the feet. Each type likewise reveals itself in the shape of his face as we explained previously. The mental man is high in the forehead, tapering to the chin, the whole contour suggesting a triangle, the motive man is in facial outline approximately a square, while the vital man's face is oval or round.

In the minor positions in a large corporation, the mental type becomes an office clerk, the motive type a salesman, the vital, one of the smaller executives. In the larger organization, the mental type is the efficiency expert, inventor, advertising manager, or the planner. The motive type is the hard-driving general manager; the vital type, the head of one of the great departments or a director.

Mentality, activity, and vitality all have their several degrees, and according to this system, the capacity of every person, whatever its extent, runs in one of these three directions, therefore, in cataloguing a young man as mental the examiner does not mean that he is an intellectual giant, but that whatever ability he has will be along that line. He is a born bookkeeper rather than a machinist or an executive.

We often meet types who possess two of these elements in combination such as mental-motive; the mental-vital or the motive-vital.

The mental motive individual has the high, wide forehead of the brainy and nervous type, combined with the square jaw, square hands, and square shoulders of the bone and muscle man. This person uses the intellectual, thinking, and art loving functions of the mental in conjunction with the freedom loving, outdoor loving, mechanical, and constructive powers of the motive.

He becomes an inventor, an engineer, draughtsman, architect, contractor, shipbuilder, orator, agitator, scientific agriculturist, and railroad man or general.

The mental-vital type combines the planning and thinking of the brain worker with the judicial, financial, merchandising attributes of the fat man. He is a keen buyer and seller, importer and exporter, railroad magnate, theatrical manager, judge, politician, writer, orator, lawyer, capitalist, banker, and organizer.

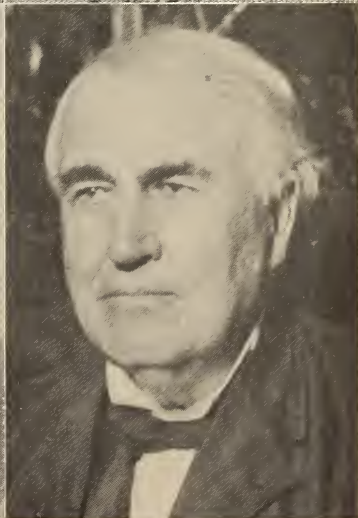
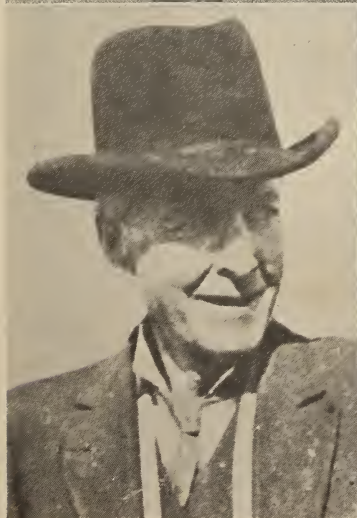
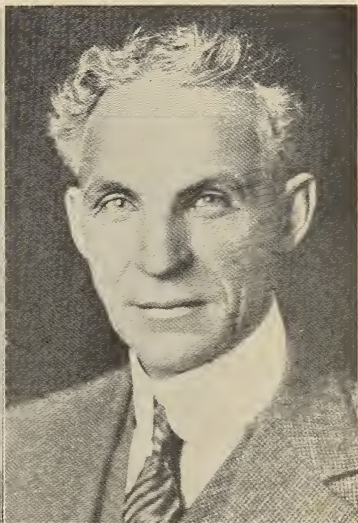
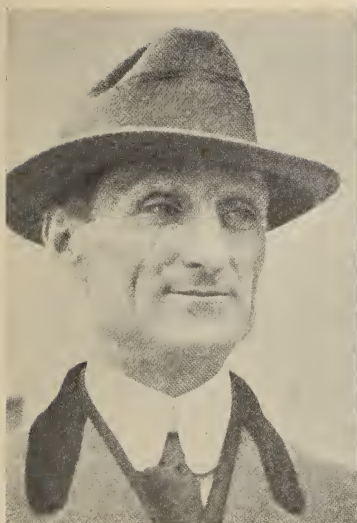


Fig. 8.

COMBINATIONS—MENTAL-MOTIVE AND MENTAL-VITAL.

HON. WM. G. McADOO,
LUTHER BURBANK

HENRY FORD,
THOMAS A. EDISON.

The fat man who is also bony and muscular combines activity and constructiveness with his administrative abilities and is often found among managers, foremen, athletic managers, police and fire department officials, manufacturers, generals, admirals, and so forth.

Blondeness makes more positive the characteristics of these individuals. It lends optimism to the thoughts of the thinker, practical judgment to the material desires of the fat man, and energy and activity to the constructive, outdoor loving characteristics of the doer.

Brunetteness on the other hand, negatives the manifestations. It sobers the reflections of the mental individual making him more meditative and introspective. It also detracts from the energy of the motive, but endows him with greater sustaining power and endurance. It modulates the pleasure loving and organizing instincts of the vital man, but also gives greater stability and conservatism.

Convexity denotes greater speed in thinking and action.

Concavity gives other manifestations such as good nature, mildness, theorizing, and deliberation.

Remember that analyzing character is a judicial process and that conclusions must be based upon observation of ALL the variables.

CHAPTER V.

QUALITY OR TEXTURE

OUR system of character analysis deals entirely with external manifestations. It is a law of human nature having universal application that the color, form, structure, texture, proportion, and condition of an object indicates its function and use. In an intuitive way, we all recognize the value of external characteristics in judging human capabilities. We take a violent dislike to some persons, almost at the moment of meeting them. Even our language is expressive upon this point. We speak of people as being coarse-looking, hard-headed, thick-skinned, and use many similar phrases. The sensitive, refined person usually has a fine-textured skin. It is an embryological fact that the skin was, and is, the original seat of all sensation and that the spinal cord and nerves are but modified and specialized inturned skin. A man's skin therefore indicates the texture or quality of his brain and connotes both physical and psychical degrees of sensitivity.

The inherited nature of all things both predetermines their organism and is the one great controller of all functions. As we are born, so to a great extent we

must remain. Education may teach a tractable dog to do this and not to do that, but can never change his natural breed. It may strengthen or weaken organs already created, yet it can create nothing, but only develop into practice pre-existing capacities. Strictly speaking, organisms may not be hereditary but that which predetermines and controls them certainly is, and goes far below, yet rises far above, besides completely enveloping and overriding all other conditions.

A good hereditary life entity, along with its accompanying excellent organism then, is the first basilar, all-potent condition and indication of all power of functions, all happiness. It or its origin is congenital, derived mainly from the original nature of the parents themselves, and their creative states of mind and body, their health, mutual affection, and so forth, or want of them, and other like primal life conditions; and is infinitely more potential than education, associations, and all surrounding conditions combined; in short, it is that which renders grains hard, oaks strong, fish slimy, foxes tricky, swine swinish, tigers fierce, and man human; and imparts to all things their instincts, natures, modes of action, and hereditary tendencies of all kinds, by transmitting to each progeny the specific faculties of its parents in that proportion in which they existed in the parents.

Texture, therefore, becomes a landmark in diagnosing character. A fine or coarse, good or poor, organic

structure, indicates like mental qualities. All examinations must consider them and the proper judgment of an individual impinges on this characteristic to a great extent.

These different organisms cannot well be described, and only partially transferred to an etching, yet a sharp eye, with a little practice at observation will soon learn to perceive and measure the effects of organic quality on character. It is what we call "bottom" in the horse, "the breed" in the full-blooded animals, and "blood" in those of good extraction.

Woolens, cottons, serges, pottery, crockery, clay-products, wood, stone, or metals show the greatest differences in the fineness or coarseness of their texture. The same sort of variation in sheep's wool causes the difference between broadcloth and serge. Just as the thoroughbred race horse indicates one set of abilities and the rough Percheron another, so in man the fineness of skin, hair, nails, features, hands, feet, and general build shows the same comparison. Just as a silky-haired cat could not exist under conditions quite acceptable to a wire-bristled and coarse-grained pig, so the person of fine or medium texture possesses qualities that will fit him for fine work, whereas he would probably fail at other important positions.

The quality or texture of the organization is a splendid guide for the examiner in determining the



VAUGHAN GLASER, Actor.
Fine Texture, Firm Consistency.



JAN RUDINI, Violinist.
Fine Texture, Soft Consistency.

Fig. 9.
EXAMPLES OF FINE TEXTURE.

branch of business, profession, or vocation to which the applicant is adapted. Generally the man who is delicately organized is adapted to delicate operations, and would certainly fail where great endurance, toughness for fibre, and comprehension of the largest enterprises are required, unless he combines a large size and strength with his delicacy. Some very powerful men are delicate in fibre but they have the strength of silk which is delicate and strong. Conversely, we sometimes find men who are quite large but are very soft and weak in their consistency and seem to possess but little endurance. As a general rule large men are coarser and have more strength than small men, the latter being more delicate and susceptible to finer impressions. This, however, is by no means an absolute fact.

The trees of the forest present distinct variations of quality, depending on the texture and grain of the wood. The oak is hard, the ash is brittle and the pine is soft, and so forth. The temper of steel determines its value; the same may be said of all minerals. An examination of the human organization will disclose variations, different, it is true, but still sometimes strikingly analagous and no less important in determining the fitness of the individual for particular purposes.

We also determine quality by a critical inspection of the general contour of the body, its relative size,

the adaptation of its parts to each other, the color and grain of the skin, the relative brightness of the eyes, the fineness of the hands and the finger nails, the color and texture of the hair, the movements of the body, the tone of the voice, and the rapidity of the mental processes.

A man whose hair, skin, features, hands and body generally, as well as his clothing, manner, and speech all indicate that he is of the "rough and ready" or strong and coarse textured type, is not sensitive, can work happily and efficiently in the midst of dirt and grime. A hair from the head of such an individual will be wider in diameter, harder to break, and harder to pull from the scalp than another from an organization of finer texture. He is a first class man for structural iron work or bridge building and handles with vigor and effectiveness heavy unrefined materials and massive machinery. Cowboys, railroad men, miners, explorers, and so forth, are good examples of the coarse textured type.

Fine quality is evidenced by delicacy and refinement of structure. It may or may not be co-existent with strength. Some substances are refined and delicate, but have a great deal of strength. The strands of silk thread are fine and delicate but much stronger than cotton thread. (See pictures of Vaughan Glaser, the actor, and Eugene V. Debs.)

Delicate or fine quality is shown by close grained



KEIR HARDIE.
Note honest eyes.

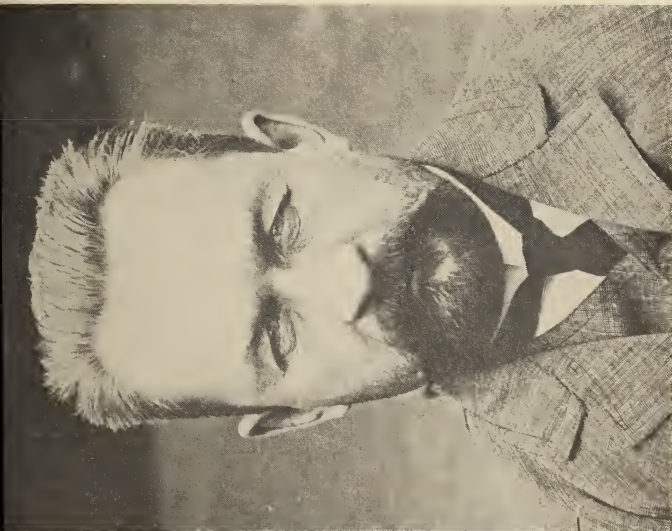


Fig. 10.
EXAMPLES OF COARSE TEXTURE.
PRINCE LVOFF.
Expressively shrewd eyes.

texture of the skin which is smooth and soft, almost like a baby's. The hair is fine, the eyes are clear and bright, the features delicately cut and harmonious, as in the photographs of Mae Marsh, the movie star, and Jan Rudini, the artist. The mental processes are bright, rapid, and facile; their depth and power depending upon the combination of the element of strength with delicacy. Persons possessing delicate quality are very acute.

The individual of fine texture is sensitive, imaginative, and responsive. He loves beauty. He will not work efficiently and happily in coarse, unlovely, harsh surroundings; nor will he be at his best handling coarse, large unbeautiful tools or materials. He likes to do literary, artistic, or scientific work or to handle fine machinery, beautiful tools, silks, or satins, objects of art, and to do delicate and artistic work. Take the case of a man whose other variables show an aptitude for working at machinery. If he is coarse textured his inclinations will lie towards railroad engines, stoves, threshing machines, and the like, whereas a fine textured man would be better adapted for work at sewing machines, typewriters, watches, jewelry, and the handling of fine tools.

The fine textured person loves luxury, beautiful and expensive environment and clothing. He is found amongst the members of the nobility and aristocracy. Coarse texture shows an affiliation with or sympathy

for the laboring classes, the proletariat. Keir Hardie, Emma Goldman, Prince Lvoff, Ettor, Haywood, Jack London, Maxim Gorky, Bebel, and other radical thinkers all show coarseness of texture.

Anything which is hard in consistency has comparatively great resistance and persistence. That which is elastic in consistency is adaptable and seems to have spring, life, and energy in it. That which is soft in consistency is pliable and impressionable. These principles have been found to apply to human beings. The softness or firmness of a man's skin, the pliability of the bones of his fingers or their relative rigidity, all have important bearings upon a man's quality.

Consistency or flexibility may be classified as rigid, firm, elastic, soft, or pliable. This is best judged by pressing the skin and bones or shaking hands with a person in order to note the amount of plasticity or resistance.

Firmness is exhibited by an organization harmoniously constructed, full sized, compact, and firm. The limbs, trunk, and head are generally well formed, the muscles firm and steady, the walk and carriage erect, and the movements generally graceful, however all indicating power. The features of the face are strongly marked and prominent, the lines well delineated and every indication denotes strength. The grasp of the hand is firm and steady, indicating muscular power. The skin firm to the touch though the grain may be

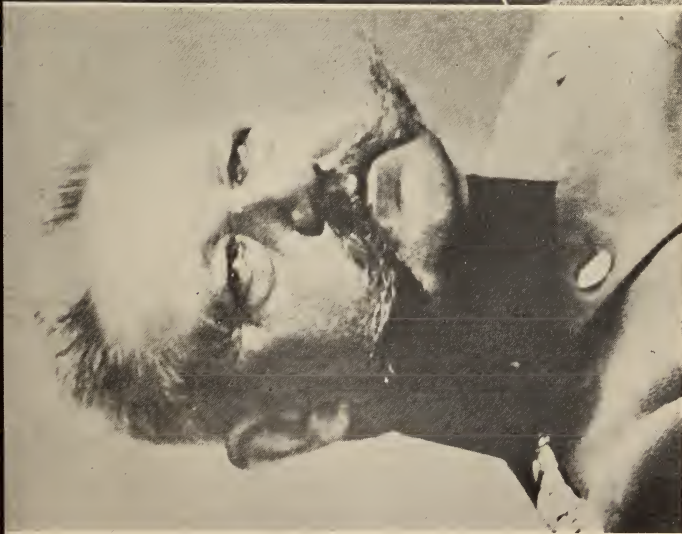


Fig. 11.

EXAMPLES OF COARSE TEXTURE WITH HARD CONSISTENCY.

VON HINDENBERG.

LORD KITCHENER.

fine or coarse. The entire organization is built upon the principle of strength, but the direction in which this will be applied will depend upon the temperamental conditions. With the mental temperament well developed a strong mind will be manifested; with the vital or motive movements, strong physical and muscular functions. The absence of strong quality in an organization tends to show that all the temperaments are weak.

A flabby hand seems to offer no resistance or pressure and this softness shows the dreamer and the idler. It is the hand of one who desires ease, mental and physical luxury, and beautiful surroundings, but would sooner live in squalor than work to gain them.

It may be that this individual has a great deal of ability, but he is usually too lazy to develop his talent and realize upon it. These people are easily influenced, are often cunning in securing what they want without undue exertion and they are usually subject to chronic invalidism.

The elastic individual has life, springiness, resistance, and adaptability. He is the person who can act, the man of vim, vigor, push, alertness, and "sensible energy." This man is resourceful, progressive, and normally sympathetic and generous.

The hard hand, skin and bones will be found in the "hard" individual. It shows energy, labor, miserliness, narrow-mindedness and oftentimes cruelty. This

man is tenacious, relentless, stern, and frequently merciless. (See photographs of Von Hindenburg and Lord Kitchener.)

Fine textured people wear fine clothing and delight in living and working in a refined environment. They sell or handle laces, silks, jewelry, art work, tapestries, furniture, photographs, velvets, and feathers.

Coarse textured people will be found in railroad yards, steel mills, shoe factories, stove works, cattle yards, slaughter houses, mining camps, and so forth.

The individual of medium texture or consistency can adapt himself to almost any vocation in accordance with his other variables.

Whereas the "hard" man can fit himself to do work demanding tenacity and endurance, such as mining, exploring, and so forth; the soft man is better adapted to merchandising, public speaking, and so forth.

CHAPTER VI.

AN ANALYSIS OF PHRENOLOGY

ABOUT the close of the eighteenth century a physician by the name of Dr. Gall, originated the science of Phrenology, one of the greatest and yet most abused discoveries of his era. Dr. Gall was born at Tiefenbrunn, Suabia, on March ninth, 1757, and died in Paris on August twenty-second, 1828. He received his medical education at Strassburg and Vienna, and was at one time offered the post of Physician to the Court of Austria, but declined. At an early age he was struck with the fact that his playmates, brothers, sisters, and companions were distinguished from each other by some peculiarity of talent or disposition. Some were remarkable for their musical instincts or their penmanship; some for their success in arithmetic and others for their general character and witticisms.

The scholars with whom Dr. Gall had the greatest difficulty in competing were those who memorized with great facility. Some years afterward, having changed his place of residence, he still met individuals endowed with an equally great talent for learning to repeat. He then observed that pupils so gifted possessed prominent

eyes, and then recollected that his rivals in the first school had been distinguished by the same peculiarity. From that period he commenced his studies concerning the relationship between external signs and the intellectual manifestations.

These studies led him to observe the structure and characteristics of individuals in all walks of life. He observed that although his brothers and sisters and schoolfellows had all received very nearly the same education, still, each of them unfolded a distinct character over which circumstances appeared to exert only a limited control. "Often," said he in his book, "*Sur les Fonctions du Cerveau*," "were we accused of want of will or deficiency in zeal, but many of us could not, even with the most ardent desire, followed up by the most obstinate efforts attain in some pursuits even to mediocrity, while in certain other points some of us surpassed our school fellows without an effort, and almost it might be said, without perceiving it ourselves. But, in point of fact, our masters did not appear to attach much faith to the system which taught the quality of mental faculties, for they thought themselves entitled to exact more from one scholar and less from another. They spoke frequently of natural gifts of God and consoled their pupils in the words of the Gospel, by assuring them that each would be required to render an account only in proportion to the gifts he had received."

Although environment is a powerful factor in determining and moulding our careers, environment will not change the spots of a leopard or make a wolf kind or a lamb ferocious. In respect to the human element, the individual who in one year displays selfish and knavish propensities never becomes in the next a good and faithful friend.

When Dr. Gall was pursuing his studies and investigations, he was met by a baffling array of facts and theories propounded by various physiologists, psychologists, and metaphysicians, respecting the mental faculties. By general consent, the moral sentiments had been consigned to the thoracic and abdominal viscera; and though Pythagoras, Plato, Galin, Haller, and other physiologists placed the sentient soul or intellectual faculties in the brain, Aristotle placed it in the heart, Van Helmont in the stomach, Descartes and his followers in the pineal gland, and Drelincourt and others in the cerebellum.

Abandoning, therefore, every preconceived idea and notion, Dr. Gall gave himself up to independent observation and research. He examined thousands of individuals in asylums, prisons, factories, schools, colleges, and so forth, and especially devoted his attention to the heads of those who were remarkable for some endowment or deficiency.

The methods used by Dr. Gall in his researches included the collection of plaster casts of the skulls

of men and animals and of models of the brains of men and animals in wax, a collection which he mentions in a petition to the Emperor about 1800 as having cost him up to that time some 7,000 Gulden—about \$3,500. He collected skulls. He compared heads, searching for definite characteristics of forms or developments where well marked peculiarities of intellect or disposition were present. He dissected brains in an effort to discover the parts involved in the action of various faculties and propensities. He made a comparative study of the brains of animals, with a view to the discovery of the way in which differences in disposition and mentality corresponded with brain development. Finally he took full advantage of his opportunity as Physician to the Hospital of the Insane at Vienna to study lesions and injuries to the brain.

He early in life became particularly interested in the anatomy and physiology of the brain. As a brain specialist his studies, researches, investigations, dissections of the brain, were the most complete and perfect that had ever been made up to that time. Prior to Gall's time the only dissections of the brain were made by cutting it into slices. He was the first anatomist to follow the nerves of the brain to their bed and to disentangle and unfold the convolutions and other parts of the cerebrum and cerebellum.

In 1800 he was joined by Dr. J. G. Spurzheim, a

clever anatomist, who thereafter assisted him in many of his lectures.

Some have studied phrenology in the light of unbiased investigation and accepted its teachings heartily, while others have made it a butt of jokes and ridicule. When we realize the power of this science, to expose evil, to detect the coward, the grouch, the prostitute, the hypocrite, the thief, and to discover all the human faults and weaknesses despite their outward appearances, we can readily understand the cause of the malignant influences that have been opposed to the advancement of this study. Its wonderful power for good has been mitigated and its name and reputation have been slurred by charlatans and mercenary frauds who have endeavored to read character by "feeling bumps," but before completing this chapter we shall expose these fakirs and reinstate this noble "science of humanity" to its rightful position.

Phrenology is now recognized as a science whose fundamental principles are as basic as the laws of agriculture or astronomy, and after explaining the principles of this study we shall proceed to prove them beyond all question of controversy.

First we propose to show that the brain is the organ of the mind, just as the eye is the organ of sight, and every thought, every passion, every talent, every sentiment manifests itself through this instrument of the mind—the brain. This premise is so simple and

so easily demonstrated that its conclusions are accepted by the whole of the civilized world.

We all recognize that in some way or other the brain is the organ of the mind, that the brain has some such definite relationship to thought and feeling as the lungs have to breathing, the feet to walking, or the eye to seeing.

Sir William Hamilton and other learned metaphysicians—they now call themselves psychologists—in opposing phrenology in the early days denied the relationship. It is now generally conceded even by university psychologists.

It will not be found difficult to concede the point, that in order to increase our knowledge of the mind and of the difference between the thoughts and feelings of different minds, a good place to begin with is the brain.

We all know that a blow on the head or an injury to the brain may render us incapable of reasoning. Brain fever, headaches, neurasthenia and other nervous diseases that render us incapable of thinking properly, are due to severe mental disturbances. These and several other easily proven facts make us realize that the brain is the organ of the mind and all thoughts leave their impressions upon the brain, just as sound is impressed on the wax record of the phonograph.

Second, the mind is composed of a plurality of faculties. This is by far the most important principle

in the study of phrenology, though one which is very easily proven.

As the eyes have their organs of vision and the ears their organs of hearing, so too, music, love, reason, friendship, justice, and so forth, are distinct faculties and have their organs in the brain. If the mind were but a single entity there would be no such thing as partial genius. If the mind were but a single power a genius in music like Paderewski or Caruso—would also be a genius in history, arithmetic, biology, and so on, but we do find this to be so. Napoleon failed as an essay writer and Shakespeare was but a poor wool merchant. Lincoln was an unheard of shopkeeper, but a wonderful statesman. U. S. Grant was a failure as a tanner and saddler, but a remarkable general. S. G. Morse was a failure as an artist, but a genius as an inventor and the same could be said of Edison, Whitney, Watt, Stephenson, and a host of others.

Besides, genius and dementia, monomania, or partial insanity, and partial idiocy all prove that the mind has many distinct faculties. Go to any insane asylum and there you will find patients (monomaniacs) who are insane on one topic whereas they are perfectly normal and rational on all other subjects. Some are afflicted with the religious mania, some are insane on the subject of money, some (usually epileptics) want to kill themselves, others want to kill somebody else, some

imagine that they are wonderful artists, philanthropists, rulers, millionaires, and so forth.

W. Mathew Williams in his "Vindication of Phrenology" describes the experience of Dr. Gall, Dr. Spurzheim, Mr. Combe, all of whom conducted thousands of examinations in criminal institutions and insane asylums where they successfully demonstrated their ability to detect the different forms of vice or dementia for which each individual was confined. The author has also participated in many investigations of this character with a high degree of success.

Dr. James Ross, of Manchester, was among the first to demonstrate that idiot children can be made sane by operation. Again and again it was found that insanity or abnormal conduct proceeded from a brain compressed within a skull which had been prematurely contracted. All that was necessary was to cut out a portion of bone and so break the rigid confinement of the brain. Scores of men shot through the brain in the South African war were successfully treated by surgeons. Drs. Madey and Stewart of the Bellevue Hospital, New York, by boring into the brain of a man who had been rendered dumb, were able to remove an obstructive clot and restore his powers of speech.

The most amazing triumph in brain surgery stands, however, to the credit of Dr. Bernard Hollander, M. D., M. R. C. S., L. R. C. P., a distinguished

physician of London. In 1898 a London physician sustained injuries to the head, which, though not externally visible, seriously affected his mind. Headaches and neuralgia incapacitated him; he developed suicidal tendencies, and was emotional and irritable past endurance. Travel and all the conventional methods failed to relieve him. His condition became worse and worse, so that in 1905 word blindness and attacks of paralysis supervened. After seven years of suffering, he consulted Dr. Hollander, who having long expounded the theory that different forms of insanity do not involve the whole brain, but are limited to more or less confined areas, was now able to justify his saying. He operated on the sick physician. After trephining, he discovered a morbid condition of the skull in the area upon which his attention was concentrated, and an excess of cerebro spinal fluid, which kept the brain from pulsating. The fluid was withdrawn and the wound closed. Three weeks later the patient was quite well again, and a year and a half afterwards was able to report himself in perfect mental and physical health, a condition which he has enjoyed from his first hour of convalescence.

In 1907 the victim of an accident, who had developed into a hooligan, was as successfully treated by a similar method.

Such operations are now quite common, and not very long ago the author while in Hilton, West Virginia,

examined a young lady whose memory of events was very deficient. Examination disclosed a small scar on the skull and close questioning brought forth the fact that the young lady when quite young had been the victim of an automobile accident. The author recommended a visit to a capable surgeon and ventured the opinion that a part of the skull was pressing against the cells of the brain. This was found to be correct and an operation removed this obstruction and restored her faculty of memory.

Let it not be supposed that these are isolated cases. In 1901, Bernard Hollander published a work entitled "Mental Functions of the Brain." In this work Dr. Hollander gives over 800 cases of local injuries, tumors, inflammations, hemorrhages, and atrophies of the brain resulting uniformly in disturbances of the mental function localized by Gall in the part of the brain affected.

Besides this, he shows that the mental functions localized by modern investigators, such as memory of words, musical sense, and the motor and sensory areas are precisely the same areas as located by Gall for these same functions.

Again he demonstrates that the skull is comparatively thin living tissue, and therefore subject to change in size and shape. He also demonstrates that the skull takes its shape from the brain and not the brain from the skull, giving well attested cases in

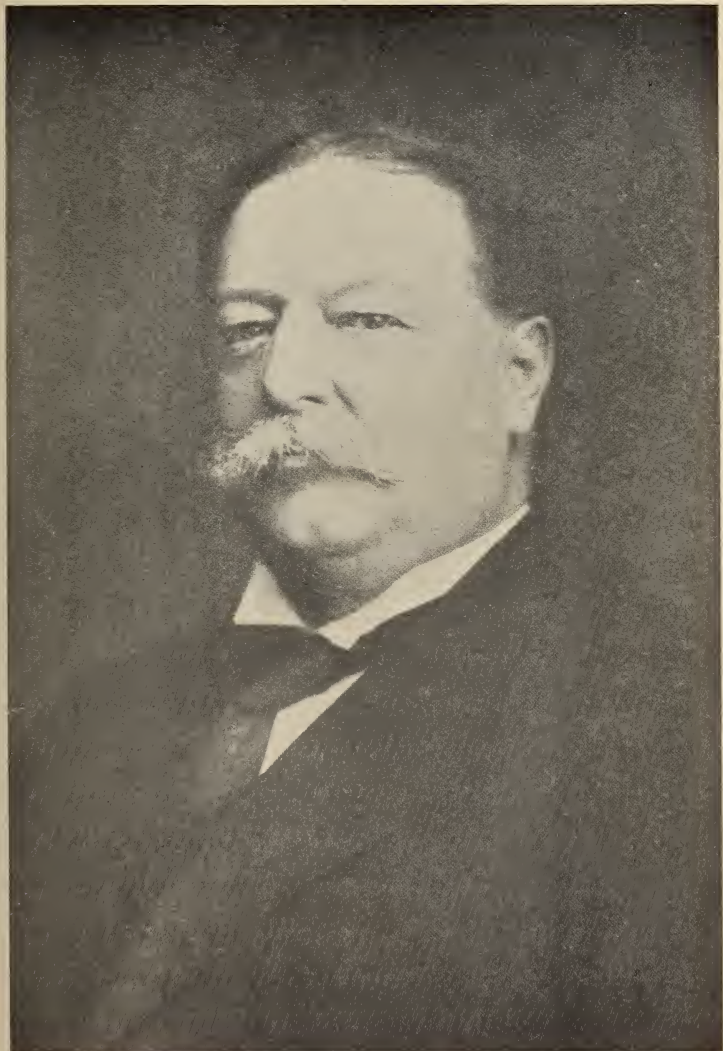


Fig. 12.

EX-PRESIDENT WM. H. TAFT,
Administrative and Judicial.



which atrophy of a portion of the brain caused a depression in a corresponding area of the skull.

All brain physiologists of to-day agree upon the localization of the sensory and motor functions in the brain. Through one part of the brain the legs are moved; through another part the arms; through still another part the hands and fingers, and so forth.

Dr. William Hanna Thompson, physician to the Roosevelt Hospital and ex-president of the New York Academy of Medicine, in his book, "Brain and Personality," makes the following statements, among others of the same importance:

"It is not with his whole brain that a man knows, thinks, or devises, but he does so in limited areas of one hemisphere thereof, which he himself has educated for the purpose.

"Thus in the temporal lobe is found the original center of hearing—but a whole group of centers becomes developed afterwards around the original auditory center, each one of which has learned what different kinds of sounds mean. One of the greatest of these is that for music, and a divine faculty it is, because more than anything else it is the speech of the soul as it awakens to a communion with the great harmonies of the non-material universe. A true musician must have a richly furnished shrine for the goddess of Music in his temporal lobe, and that he has it is proved by some persons who, after having

been very fond of music and able to tell at once whether they were listening to a composition by Mendelssohn, or one by Wagner, suddenly experience the sad misfortune technically termed Amusia. No longer can they recognize any tune, however familiar, and in vain they try a violin or piano to bring back to them their departed joy. They know no music thereafter, the reason being that material damage has happened in the center in the temporal lobe which has been separately educated for music, just as another place in the same lobe has been separately educated for words."

It is interesting to note that this "music center" of the brain is located in the exact convolution assigned to it by Gall.

Dreams are another instance proving that the mind is not one separate faculty, for if it were so the mind would be all awake or all asleep. At times a man dreams that he is killing someone, or falling through space, and at other times at a banquet, or meeting a forgotten friend. Dreams in fact show that a small part of the brain is awake and the remainder of the faculties at rest which also accounts for the lack of cohesion in the parts of the dream.

Third, the size of the brain, other things being equal (as health, age, quality, and so forth) determines the measure of power, just as the blacksmith's strength is denoted by the size of his muscles. This premise is easily proven by an examination and comparison of the

heads of intellectual giants with those of mental detectives. It would be a striking object lesson if people would compare the photographs of heads of such men as Socrates, Plato, Lloyd George, Kitchener, Wilson, Roosevelt, Edison, or Shakespeare with the head of the average man, especially comparing that part of the head which is above the eyes. If we would put alongside of the photographs of these famous men, photographs of trench-diggers, mechanics, shop clerks, and so forth, the difference in size of brain would prove a startling revelation of the truths of phrenology.

Experience has taught us not to look for fair talents in the head of an adult that will measure less than twenty inches around the base of the brain, that is on a level with the eyebrows and the opening of the ears. Moderate talents will be found in brains measuring from $20\frac{3}{4}$ to $21\frac{1}{4}$; average abilities from $21\frac{1}{4}$ to 22 inches; good development from 22 to $22\frac{3}{4}$; large brain $22\frac{1}{2}$ to $23\frac{1}{4}$ and a very large head $22\frac{3}{4}$ to 25 inches. The average male brain is estimated to weigh about 49.5 ounces. The brains of idiots vary from 8 ounces to 27 ounces.

The width of a well-developed brain, as measured from the living head, should range from $5\frac{3}{4}$ to $6\frac{1}{2}$ inches; that is to say the greater width should not exceed the greatest height. Length of a male adult brain should measure by the calipers from 7 1-3 to 8 inches. Height is measured by the calipers from the

opening of the ear to the highest point in the crown of the head.

Normal measurements are: Length, 7.66; width, 6.34; height, 5.82. In connection with these figures, let us examine the measurements of the heads of some famous men. Cuvier, the great scientist, had a brain that weighed 64.5 ounces. Webster, the great statesman, had a brain that measured 25 inches around the base and weighed 63.5 ounces. The head of Robert Burns, the Scotch bard, measured $23\frac{1}{2}$ inches around the basilar circumference, and the great Napoleon was reputed to possess one of the largest brains in France.

Before coming to the location of the different organs of intelligence, we wish to explain some of the pathological and physiological facts in connection with the study of the brain and also to eradicate some of the common errors regarding this knowledge.

The first difficulty the student of human nature meets amongst the public, is that he is supposed to study the brain by means of certain "bumps" on the cranium; that he looks for hills and hollows and that his opinions are based on the presence or absence of these protrusions. Intelligent men and even college graduates think the same, though the fact that we examine hundreds of men whose heads are as "smooth as billiard balls" ought to have shown them that their assumptions were foolish. Until this error can be eradicated from the public thought and the true

principles of phrenological examinations established, no progress will be made in the education of the people on this subject.

For years lecturers of the modern school of character analysis have been trying to convince the public that in the examination of the head, we do not look for "bumps" to ascertain the development of the organs, any more than we look for bumps to determine that one apple is larger than another or that one wheel or ball is larger than another. The modern character analyst judges character by head shape, but by that we don't mean "bumps," inasmuch as a "bump" may be merely a thickening of the skull or an air chamber or a sinus between the layers of the skull. The relative proportions of a head are estimated by measuring the distances from the center of the brain, called the medulla oblongata, which is located at the top of the spinal cord, to the points on the surface of the head where the organs are located; just as we know that a wheel is large in proportion to the length of the spokes from the hub to the rim, or an apple is large in proportion to the length of its fibres from the core to the surface.

This discovery we owe to the genius of Dr. Gall who really developed the theory that the brain is fibrous. A complete symposium of this discovery is contained in his works and we should advise the technical student to investigate them. Thus the guess work has been

taken out of the science of phrenology and at the same time "bumpology" is explained and exploded.

To make the matter clearer, we may say that if a line be drawn through the head from the opening of one ear to that of another, it will pass through the medulla oblongata, the middle of the base of the brain, at which point the fibres from all parts of the brain converge like spokes of a wheel meeting at their hub. These fibres run from this central point to the surface of the head and these fibres are developed as the brain grows in a manner conforming to the physiological laws that govern the other parts of the body. Exercise will strengthen and lack of use will weaken the cells that compose these fibres, just as the arms of the blacksmith are developed by exercising those particular arm muscles. If we exercise or use any part of our brain, the blood is forced in that particular direction. This feeds the tiny cells, causing them to grow, and this continued exercise will make us the more powerful in these organs.

Some heads are two inches wider from side to side than others, though they measure the same distance from the forehead to the back of the head.

Like eggs some heads are short; others are elongated regardless of whether they show bumps or other little irregularities. Prof. Parsons, the eminent vocational counsellor, who was in charge of the Vocational Guidance Bureau of the Y. M. C. A., Boston, Mass.,

said: "When I am questioning the applicant about his probable health, education, reading, experience, and so forth, I carefully observe the shape of his head, the relative development above, before, and behind the ears, his features and expression, color, vivacity, voice, manner, pose, general air of vivacity, enthusiasm, and so forth."

A person who measures proportionately more above and in front of the ears has much talent but little force; in another where the distance to the top of the head is the longer we see the one who is developed morally, generous and dignified, but with little energy and worldly tact; in another where the distance is short to the forehead (where the intellect is located) but well developed above and back of the ears we behold one who is cruel, combative, selfish, and destructive without reason or mercy. (See bust of Caesar.)

Besides this, there is the person with the long head who manifests great mental activity, concentration, and far-sightedness; there is the fierce aggressiveness of the very wide head and the impulsive recklessness of the perfect round head.

Dr. Gall in 1808 submitted his researches to the Institute of France, which turned them over to Marie Jean Pierre Flourens for examination. Flourens made a few experiments on pigeons, *since proved to be scientifically incomplete and erroneous in their conclusions*. As the result of these inquiries, he con-

demned the theories upon which Dr. Gall had been working for more than thirty years. As a consequence they were declared unscientific by the Institute of France.

The following passage from Gall's criticism of Flourens' method may be interesting to technical readers, as it applies with equal force to all the modern attempts to localize the cerebral functions by cutting or lesion of parts of the hemispheres, or the cerebellum.

Flourens says, "I removed from a pigeon, by successive and carefully dissected layers (*couches*), all the anterior part of the right cerebral lobe and all the superior and middle part of the left."

After quoting this, Gall in the "*Fonctions du Cerveau*," vol. VI., p. 256, says, "This mode of experimenting assumes an organization of the brain absolutely contrary to that which actually exists. Where has M. Flourens ever seen the brain of an animal formed in layers (*couches*)? To satisfy us that in his experiments he tried to remove one faculty after another he should have attacked each cerebral part, each division in bundles, from its origin in the medulla oblongata and spinal cord, in the annular protrubana in the optic thalami in the corpori striata; he should have followed this same bundle, this same organ on to its final expansion (*espanouissement*) and afterwards on returning to its internal commissure.

This is the only mode of procedure that would be conformable to the true organization of the brain. To do this is impossible; and M. Flourens had not even the idea of doing it; consequently all of his experiments, even though he presented us with millions of them, could never have the smallest value in demonstrating the seat of any propensity and instinct, or any faculty whatever. He mutilated all the organs at once, he weakened all, he extirpated all at once."

Phrenology is indorsed by some of the greatest minds of present and past history. The following is a short list of its students and admirers: Herbert Spencer; August Comte; Sir James Crichton Brown, the British Commissioner on Lunacy; Dr. Samuel Solly, lecturer on Anatomy and Physiology, St. James Hospital; Queen Victoria and her Consort, Prince Albert; Walt Whitman; Luther Burbank; Thomas Edison; Rev. Dr. Lyman Abbott; Dr. Oliver Wendell Holmes; George Eliot; William Gladstone; Mark Twain; Russell Sage; Philip D. Armour; and a host of others. These included Rev. Henry Ward Beecher, who became an enthusiastic supporter of the doctrines of phrenology, while studying its principles for a public debate against phrenology. When the date of the debate drew near he asked for a two weeks postponement, and when the fateful day at last arrived so convinced was he of the value and importance of phrenology that he let the debate go by default, and

instead made a brilliant and convincing argument in its behalf. Years later Beecher said, "When it comes to the question of how to study mental philosophy, I do not know of anything that can compare in facility of useableness with phrenology."

J. A. Fowler, Vice-President of the American Institute of Phrenology, says: "Phrenology is a philosophy, a science, and an art. As a philosophy it shows that the sources of mental phenomena are forty-three primary faculties located in as many different regions of the brain, and this gives us a model or standard of human nature for our guidance. As a science it includes all systematized knowledge of the relations between mind and body. As an art it enables us to judge individual development. This is done, not by 'bumps,' but by estimating the diameter of the head at different points, the distance from the opening of the ear to the surface, and by the activity or quality of the organization. How do you tell which end of an egg is the larger? By the diameter, of course. We judge heads precisely in the same way. The 'bump' idea is an absurd misconception of the subject. As the human mind is the most important force in nature, so phrenology is the greatest of all sciences.

Phrenology is not only true, but its principles are so simple that a child can comprehend them. Make a test of the matter. Find a single instance where a man ever thought or wrote like Kant or Herbert

Spencer, with a very retreating upper forehead like that of Gambetta. Find a man with a narrow upper forehead who ever thought or wrote like Edgar Allan Poe; or see if there was ever a great genius in the direction of engineering or physical science, like Edison, whose lower forehead was narrow and depressed. Discover if you can, a great portrait painter, like Millais, whose eyes are very near together. Or produce a musical composer of equal rank with Beethoven or Wagner, whose forehead is not wide at the temples. Similar tests may be made with regard to all other regions of the brain, or with any well defined mental characteristics, and the phrenological principles will invariably be found true."

Dr. Alfred Russell Wallace, L. L. B., R. F. R. S., the great scientist and colleague of Darwin, in his book, "The Wonderful Century," devotes a considerable number of pages, forming a long chapter, to Phrenology, principally for the purpose of critically testing its truth in order to see what reliance may be placed on it. The following is a brief extract: "In the coming century phrenology will assuredly attain general acceptance. It will prove itself to be the true science of the mind. Its practical uses in education, in self-discipline, in the reformatory treatment of criminals and the remedial treatment of the insane, will give it one of the highest places in the hierarchy of sciences; and its persistent neglect and obloquy

during the last sixty years will be referred to as an example of a most incredible narrowness and prejudice which prevailed among men of science at the very time they were making such splendid advances in the other fields of thought and discovery."

Irritation of the nerves of sensation produces what is commonly called bodily pain, and agreeable impression on them, bodily pleasure. Every faculty, when indulged in its desires, feels pleasure; when disagreeably affected, the reverse. Hence one individual in whom benevolence is large, delights in being generous and pardoning offences; and another in whom executiveness and self-esteem predominate, feels pleasure in taking revenge.

The fundamental principle of the study of phrenology is that the size of the brain determines mental prowess, *other things being equal*. But we must understand this important qualification; namely, that the absolute test of color, quality, age, health, education and physiological conditions *must be taken into consideration*. To illustrate these we will suppose that we wish to study the character of two human beings having apparently equal sized heads. One has a coarse skin and hair, rough, unpolished and unrefined organization, flabby consistency, and an excess of the vital temperament which makes him stupid, crude, and lazy; while the other has a refined constitution, an active temperament, a quick, responsive quality, fine

hair, and an active skin. The latter will manifest the greater mental power and will have the richer and more active mind.

In fact a good temperament and good physiological conditions are just as essential in determining mental power as the size of the brain. The examination of the head gives us the talents, peculiarities or characteristics of the man and an examination of his color, form, structure, health, quality, and so forth, gives us the strength or force of these characteristics.

Again, we must be very careful in our manner of measuring the size of the brain. A pugilist, a criminal, or a purely worldly-minded individual frequently wears a large-sized hat, but the quantity of brain predominates in the selfish faculties, while the top of the head is low and deficient. The teacher or minister may measure less around the base and yet possess the greater mass of brain. We have now developed the rule that *shape of the brain is as important* a factor in delineating character as its size.

Sometimes a head will be very elongated in the rear and short in its length to the forehead, while the brain of another will be longest from the axis to the forehead. The first will be strong socially, but very moderate in learning and brilliancy; the second will be more powerful in the intellectual faculties but deficient in the social proclivities. The circumference of their brain and the size of their hats might be the

same, yet how different will be the character of the two persons.

Prof. Parsons says, "If the applicant's head is largely developed behind the ears, with a big neck, a low forehead and a small upper head, he is probably of the animal type, and if the other symptoms coincide he should be dealt with on that basis."

The force of the idea now presented to the reader will be intensified by referring to the illustration (Fig. No. 18) which shows three human heads all drawn to a scale from the opening of the ear. The central outline is drawn from the cast of an idiot, showing that all the lines from the ear to the skull are short. The next, shown by the dotted line, is the head of a man who murdered his brother; the lines running upward and backward are long, and the head is also wide from ear to ear, but the fibres running upward and forward are short and all the intellectual and moral organs are relatively deficient while the regions of passion and destructiveness are large. The larger head represents an English poet, and the development there is mainly upward and forward toward the moral and intellectual regions.

In locating the areas of the brain, Dr. Gall and his followers, Spurzheim, Combe, Fowler, Sizer, and a host of other phrenologists have left us a mass of data, proofs and other indisputable evidence of these locations, until to-day we have very little to do but accept



Fig. 13.

PHRENOLOGICAL AREAS LOCALIZED.

Method of judging the development of the brain.

and memorize their geographical positions on the cranium.

Dr. Gall was first led to investigate the field of character study by noting that some students had very little difficulty in memorizing their lessons, whereas others found this to be their greatest difficulty. He had observed a certain relationship between prominent eyes and a retentive verbal memory, and later discovered that injury or disease of a certain part of the brain above and behind the eye produced loss of speech or aphasia. Comparative analysis of hundreds of students convinced him that the fullness of the eyes was a splendid index to their ability to remember words and language. Boys with deep set eyes seemed to have greater difficulty in memorizing than the boys whose eyes seemed full and prominent, and subsequent examinations proved that the organ of language was situated in a convolution of the brain directly behind the eyes. When this organ was developed it forced the ball of the eye outward, and the eyes of salesmen, public speakers, orators, when noted, will confirm this fact.

Many years later, Boillard, and later yet Dr. Broca, arrived at the same conclusion and this convolution of the brain is now referred to by the medical profession as "Broca's Convolution." Even the chattering parrot proves the results of these conclusions. Continuing these investigations, Dr. Gall examined thousands of

individuals, skulls and busts, financiers and failures, thieves and honest men, bishops, priests, and atheists until the location of the faculties became a matter of time, observation, and verification.

Dr. Blackford in her history of the "Progress in Brain Physiology," following Gall's work, says: "In 1842 Marie Jean Pierre Flourens, of Paris, concluded, as the results of experiments, that the cerebellum, or lower part of the brain, is the seat of centers that co-ordinate muscular activities and that the higher intellectual faculties are relegated to the cerebrum, or the upper and front part of the brain."

Following this, the German anatomist Meynert propounded the theory that the forward portions of the cerebrum had motor functions in preponderance, and the rear portions sensory functions.

In 1825, Dr. Boillard claimed to have located definitely a center for the articulation of words in the frontal lobe of the brain. Inasmuch as his experiments could not be verified, his claim was not accepted by the scientific world. Besides, Dr. Gall had discovered it years before.

In 1861, Dr. Paul Broca brought before the Academy of Medicine in Paris a case confirming Dr. Boillard's claim. One of Dr. Broca's patients had for twenty years been unable to speak because he could not remember words. When he died, an examination of his brain revealed that a certain convolution in the

front part of the brain on the left side had been totally destroyed by disease, whilst the rest of the brain was perfectly healthy.

In 1870, the German investigator, Fritsch Hitzig, by stimulating certain areas of the brains of animals with electricity, produced contractions of definite sets of muscles on the opposite side of the body. These experiments were repeated and extended by David Ferrier of London in 1873.

Following this, Franck and Pitries in France, Munck and Goltz in Germany, and Horsley and Schafer in England began observations upon brain localization. As the result of this work, the definiteness of localization of motor functions in the outer convolutions of the cerebrum, or front and upper part of the brain has become an accepted part of brain physiology.

Furthermore, it has been proved that the centers of vision, hearing, taste, and smell are definitely localized in the cerebrum.

Dr. Gall's endeavors were hailed with searching scrutiny and finally with commendation by the learned world, until the ruling powers of the times became aware of the revolutionary nature of his doctrines. The ability to read character despite the outward cloak of respectability, position, wealth, or power was not to be tolerated by the ruling class of his native country, and Dr. Gall was banished from his country, his works

and skulls being confiscated. The heritage of this prejudice still remains with us, but the light of science is overcoming this obstruction and it is being swept away with all the other dogmas of ignorance and superstition.

CHAPTER VII.

THE FOREHEAD AND HEAD

IN locating the areas of the brain we will start with the forehead since that is the most easily noticed. In order to facilitate our observations, we have sectioned off the forehead into three stories. In the first, directly above the eyebrows are the perceptive or penetrating faculties; in the middle or second section of the forehead the retentive and literary faculties; and in the upper story the reasoning powers.

All great men and students have good foreheads. Observe the heads of scholars or the portraits of all the intellectual lights of past history. Elbert Hubbard, Herbert Spencer, Schopenhauer, Socrates, Plato, Newton, Shakespeare, Dickens, Gladstone, Walter Scott, Webster, Darwin, Ruskin, and all the great thinkers, philosophers, statesmen, and authors in ancient and modern times, who have won fame and distinction for intellectual superiority and genius, without exception had large foreheads. On the other hand, all weak minded people, fools, idiots, simpletons, and weaklings have small, narrow, receding, and pinched foreheads. Some idiots possess abnormally large heads, but this is due to a hydrocephalic condition of

the brain, ("water on the brain") and other similar diseases. Our common language also expresses these truths, and in the vernacular "low-brow" signifies one of but little intelligence, whereas a "high-brow" indicates the person who is of the mentally superior type.

The proper way to determine the capacity of the forehead is to measure very carefully the distance from the center of the ear or the opening of the ear to the arc of the upper part of the forehead, where the hair-line commences. Measure the distance from the opening of the ear to the brows. The length of these two measurements and the *amount of surface between them* is the determining factor in regard to the size of the forehead,

Dr. David Ferrier, one of our principal scientific men, whose specialty is the brain and its functions, adds another important witness to the truth of phrenology in connection with his investigations and studies of the brain. He has written many books on this subject and is one of the representative authorities on the functions of the brain, although he is not a phrenologist. This is what he says: "The development of the frontal lobes is greatest in the man with the high intellectual power, and taking one man with another, the greatest intellectual power is characteristic of the man with the greatest frontal development. Therefore, the phrenologists have, I think, good grounds for localizing the reflective faculties in the frontal regions

of the brain, and there is nothing inherently improbable in the view that the frontal development in special regions may be indicative of the powers of thought and intellectual capacity in special directions."

With little training and practice a student can easily learn to judge the head-shape of any person he examines. It is absolutely unnecessary to handle or touch the head of any individual. Observation of the forehead (profile and front view) will soon indicate the relative proportion of the perceptive, retentive, and reasoning faculties.

Phrenologically speaking, the first story comprises the perceptive or observational powers which adapt man to the physical world. They give him the ability and the perception to judge and estimate the quality, size, weight, individuality, distance, color, form, order, and number of things.

When these organs predominate or project beyond the other portion of the forehead, we behold the man of keen penetration, the scientist. This is the convex or quick-thinking forehead. In our study of form we learned that such persons are more perceptive than reflective; more practical than theoretical. They are good naturalists, but poor theorists or originators. They possess a good deal of ready knowledge and are found usually in those spheres of activity demanding immediate information and an occupation necessitating quick and practical thinking.

We must not confound this sign with the feeble intelligence displayed by the idiot who possesses a retreating brow. Many famous personages have retreating foreheads (Voltaire) but we always find the distance from the center of the ear to the intellectual organs very long. Those with large perception demand facts and proof. Dreams, visions, speculative ideas, creeds, theories, and suppositions are not for them. "Is it a fact? Can it be seen, heard, felt or moved? Show it! Prove it!" These are their replies in the form of questions to all statements regarding what may be or may not be possible.

With a really good development of the perceptive region, no forehead can be said to be small, though the ordinary observer, who looks first and almost exclusively at the reflective region must deem it to be so.

The foreheads of clever artists, engineers, scientists, mechanics, manufacturers, chemists, electricians, and naturalists, all show large perceiving or investigative faculties. Darwin's head was of this type and so was that of Lord Kelvin, Elisha Gray, Gladstone, Dr. Alfred Russell Wallace, and many other practical and scientific men. We must also not lose sight of the fact that in order to constitute a really fine intellect, there must be a well-developed and, of necessity, a large forehead both in the upper and lower regions.

The boys who are naturally observant are seldom very bookish. Their perceptive faculties being active,

they naturally pay more attention to objects around them. These youths instead of being taught by books in the schoolroom would do far better if taken out into the fields, factories, laboratories and workshops, for they would learn by looking at and handling things. They often get the character of being idlers by their so-called teachers; but the intellectual food-seeking portions of their brains are never idle.

The middle or second story of the forehead is occupied by the literary or retentive faculties. They are sometimes known as the historical faculties and are located between the perceptive and reasoning powers, and when large give a fullness to the head in this region, and when excessively developed beyond the perceptive, give a curved shape to the brow.

This section is composed of the organs of eventuality, locality, time, tune, and language, the latter pressing upon the plate over the orbit of the eye. Persons having these faculties well developed have great capacity for literary information, good memory of events, places, dates, experiences, anecdotes, and facts in general. Historians, journalists, correspondents, and authors possess this type of brow, as Hume and Macauley. When the outer edge of this section is very full, we note the musician, as in the brow of Beethoven, Liszt, Wagner, Caruso, Mischa Elman, Schumann-Heink, and Chopin.

Sometimes we find a brow wherein the penetrating

and reasoning faculties are very large and the literary faculties deficient, thus giving a concave appearance to the middle of the forehead where this region is located. Such persons are good thinkers and observers, but they are deficient in power to recall their knowledge or to readily and fluently express what they have learned. In short, their memory cannot be trusted.

Man's reasoning powers compose the faculties of the upper or third story and when large give a perpendicular appearance to the forehead, and sometimes when very large give an overhanging cast to the upper part of the head, as may be seen in the busts of Franklin and Socrates.

These faculties cause men to originate, invent, investigate, philosophize, analyze, discriminate, and classify. This reasoning section is made up of the faculties of causality and comparison. Causality reasons from cause to effect; comparison reasons from analogy. All great thinkers and philosophers have this part of the brain largely developed. It gives breadth, height, and prominence to the forehead. When larger than the perceptive it has a tendency to make a man more theoretical than practical, one who is always reflecting and dreaming. This is in accordance with the knowledge gained in our study of the introspective, meditative, and philosophic concave brow.

A forehead that is unusually low and small will

never be found on great or brilliant people, but is observed only on ignoramuses and is truly indicative of a weak, feeble, intellect. In a forehead that is well constructed in all three stories, that is harmoniously developed; high, wide, and deep in the perceptive, literary, and reflective powers, we have a great intellect. Such persons are philosophers and scientists, thinkers and observers, theorizers and naturalists. We find such brows on the busts of Newton, Bacon, Shakespeare, Webster, and Beecher.

The brain, like every other portion of the body, is susceptible to cultivation and development by exercise or nourishment and use. The blacksmith and the pedestrian likewise develop those portions of the brain which preside over hammering and walking and decide how the hammer shall be swung and how the step shall be taken.

A partial disuse of the brain is the principal cause of diseases. I have discovered that those persons who, by a sudden change of circumstances, are led to exercise parts of the brain that have been long neglected, invariably improve in health. In fact, that is the cause of improvement in health so often noticed in invalids by change of climate, by experiencing religion, by relaxing, by change of business, and so forth, and is the basis of the so-called "mind-cure," and in fact the real basis of any cure ever made.

A trained intelligence is a magnificent possession,

now happily within reach of everyone who will take pains to develop deficient areas, restrain preponderating ones, and secure mastery of himself. The following rules have been compiled after many years of study. Investigation on my part, earnest observations, and research work have confirmed their utility. They should be commenced and persevered with in the same manner in which the athlete uses exercises to develop muscle. In condensed rules like the following, the instruction cannot be elaborate. The location of the area is defined, its function set forth, and the foundation of its development is given on which the reader may elaborate to the fullest extent.

All the faculties of intelligence represented by the different localized areas of the brain are susceptible to cultivation. They are likewise subject to restraint when too strong. To obtain the result of cultivating any part, you should study the function carefully, observe its effect upon the character of persons in whom it is large, and try upon suitable occasions to excite it to proper action by imitating the natural impulse according to the exercises here given in the rules for development, even though it be contrary to your feelings at the time. These feelings are the impulses of the stronger areas and should be restrained in order to give the weaker a chance to assert itself.

In the same way, whenever an area is too large or active in the brain, it will assert itself on all occasions,

and produce feelings and impulses contrary to good judgment. Recognizing this fact, it is only necessary to remember what faculties are too strong in your nature, in order to be constantly on your guard against their strong and frequent impulses. Restrain these impulses, that is, postpone acting upon them until the weaker faculties have had time to be excited and add their force to your judgment. When this has been done frequently, and you obtain control of all your faculties in this manner, the effect upon your intelligence, your health, and your finances will be wonderfully beneficial.

As nearly all inharmonious manifestations of character arise from deficiencies of development rather than from excessive enlargement, I have not considered it necessary to give specific rules for restraint. As necessity for restraint does sometimes exist, however, the intelligent reader will understand that the conditions should be exactly reversed, and he will have no difficulty in arranging a plan of action.

The great object to be attained is self-control. When any part of the brain is too strong its manifestations should be simply suppressed and held in check, while the weaker areas are exercised according to the following rules. In this way a most harmonious development of character can be obtained. The reader should likewise be cautioned that any part of the brain can be developed so far that the manifestations become

a vice, while any organ may be neglected and become dormant to such an extent that it becomes useless.

That the advice contained in the following rules has been of untold value to thousands of my friends, subjects, and students, is no longer a question of doubt. Personal testimonials and congratulations attest it.

Those areas which it is most necessary for you to cultivate or restrain should be carefully noted. By exercising the deficient areas one would cultivate greater strength, and by restraining the influences of the areas already powerful one would develop a harmonious and smooth working mental organization.

I recommend that the following subjects be studied with the aid of a model plaster head.

The perceptive or penetrative faculties are located at the lower section of the forehead and when large give length from the opening of the ear to the brows. They are composed of the organs of: individuality, size, weight, color, order, and number. They are essential to all practical minded men, mechanics, manufacturers, scientists, and commercial workers.

INDIVIDUALITY

This faculty is located at the root of the nose, covering the two inner corners of the brows, between the eyes, and makes us observe things. When this



Fig. 14.

THE LATE COLONEL ROOSEVELT.

Man of Action and Aggression.

faculty is large the person has a desire to see all things and nothing escapes his attention. Dr. Gall defined this faculty as the sense of things, and the memory of things or the memory of facts. Its function is to cognize and retain in its memory all objects irrespective of size, weight, color, or dimension. As Combe says, "It gives the notion of existence of substance, and forms the class of ideas represented by nouns without an adjective, as rock, man, horse."

Individuality was the name given to it by Dr. Spurzheim. A person with large individuality notices every object in a group; each feature in a face. He can tell you what kind of eyes, hair, mouth, nose, complexion, distinguishes anyone whom he has noticed; and, as it were, particularizes each garment, each button.

It was Darwin's wonderful individuality which gave to the world such treasures, no objects being too minute for his untiring observation. Charles Dickens and Victor Hugo both had this faculty well developed and both had the power of noticing objects and describing them in detail, though often of the most trivial character. The following quotations from a critique of Victor Hugo's "Toilers of the Sea" is instructive and to the point: "He cannot sketch a cliff without enumerating the lichens on it. When he alludes to a garden he gives a list of every shrub and flower it contains and devotes nearly as many pages

to an account, exactly in the style of a shipwright, of the materials of a shattered steamer, as he does of his scene of a tempest."

Large individuality gives the power of taking in and remembering objects at a glance; it makes one curious, inquisitive, and shows the microscopic and finding-out instinct. It shows the man who is practical and fond of details. Large individuality is a necessary factor in many occupations, for instance, chemists, artists, scientists, naturalists, entomologists, electricians, and so forth. Michael Angelo, Cuvier, Napoleon and Gladstone had large individuality and Voltaire's forehead shows but a poor development of this faculty. To develop this organ, cultivate observation, prying curiosity, identify points of thought, examine everything closely, study ideas, their individual usefulness and existence, cultivate inquisitiveness, ask all kinds of sensible questions concerning individual facts, and concentrate the mind on differentiating facts and ideas; strive to memorize facts and things separately and individually; study the natural sciences such as geology, chemistry, botany, and so forth. See how much you can notice in your walks, rides, and so forth. In speaking to a man of large individuality, it is best to emphasize the facts of your discussion and leave ideas and theories aside.

FORM

This faculty is situated on each side of individuality and when large it has a tendency to push the eyeballs apart, showing a distance between the eyes and oftentimes producing the appearance of a swelling on each side of the roof of the nose. Its function is to observe and remember the formation, the outline, or shape of any object. Whether this attribute is to be expressed by the artist directly with the fingers, or indirectly through the medium of a brush or pencil on a flat surface, or cut into metal, carved into wood, modelled in clay, or shaped from a stone block with chisel and mallet, this faculty must ever be the leading feature in all descriptive art. It is well developed in the Japanese and Chinese and no better copyists than they can be found.

The study of outline is important not only to the artist, but to the architect, builder, designer, carpenter, cartoonist, meteorologist, geologist, mineralogist, draughtsman, and so forth.

Attention must here be drawn to the Japanese, who as a nation are wide eyed. They have large form, and their works of art well illustrate this, for they never sacrifice outline for effect.

In Mr. Mortimer Menpe's beautifully illustrated and delightfully written work on Japan, the author naturally writes at great length upon the artistic

powers and technical methods of these interesting people; and dwells instructively on the power that nearly all seem to possess of remembering and reproducing correct outlines when drawing or painting natural objects.

The talented author has many explanations for the power thus possessed by the Japanese in so marked a degree. He says, for instance, that they have, (by a process of reasoning, we suppose,) the power of depicting outline in one bold stroke. They have dexterous fingers and a supple wrist; but never once does he refer to the remarkable feature so prevalent with the Japanese, the width between the eyes, notwithstanding the fact that Dr. Gall made his discovery nearly one hundred years ago.

This faculty also gives the ability to remember faces and forms and those in whom it is well brought out will usually have good handwriting and be fair designers. It can be developed by studying outlines, forms, and shapes of things, studying drawing, countenances, and the configuration of words, letters, diagrams, and so forth. Michael Angelo had a splendid endowment of this element.

SIZE

This organ when large has the effect of giving a fullness to that part of the brow which is close to the

root of the nose; the under part of the brow outward of individuality, and makes us recognize the dimensions, height, length, width, or magnitude of any objects. It estimates dimensions at sight, and those in whom it is poorly developed should observe the proportion, size, distance, and fitness of all objects. Study uniformity, comparisons, parallels, and so forth.

In drawing, mechanical work, or painting, relative size is of the greatest importance for the slightest mistake entails more or less distortion.

BALANCE OR WEIGHT

The organ of weight gives us judgment of balance, weight, pressure, resistance, movement, or strain. It is necessary to those who use force in any degree, whether in moving, lifting, pushing, or throwing, and is essential in all sailors, rope walkers, graceful dancers, musicians, and so forth. Indirectly, it performs a useful function through the medium of an implement, such as with the knife in the hands of the surgical operator, the hammer or other tool in the hands of a mechanic; the cue of a billiard player; the gun of a marksman; the club of a golfer. Blondin, the acrobat, was known for the fullness of this center.

The faculty is situated along the eyebrows over the inner corner of each eye and people in whom this organ is small should study the perception of gravita-

tion, the laws of the perpendicular ; practice balancing, dancing, climbing, skating, walking, riding, shooting, hammering, and estimating weights.

Weight gives the power called expression or touch by those producing musical effects from such instruments as the piano, violin, 'cello, guitar, and so forth. Some pupils more easily acquire the power of expression than others, and this is due to their acute sense of weight enabling them to strike the piano keys or press the string with the proper amount of strength or lightness of touch.

COLOR

Is located directly at the center of the arch of the eyebrows and above the outer part of the pupil of the eye. When large it gives an upward and forward projection to this area. This power enables one to distinguish and discriminate between colors, and though primarily depending upon sight, it is not possessed in equal degree of accuracy by all, or even by those who see well. In fact, color blindness is a disease prevalent among untold numbers.

Trainmen should have this organ well developed in order to distinguish the color of signal lights. Apart from the work of the artist, a correct judgment of color is most essential to success in many of the scientific professions. To the enameler, dyer, chemist,

and geologist, it is very important. The physician and surgeon often derive the most telling information as to the patient's condition by the proper gauging of color. In the dress goods and paint industries, it is indispensable. Women usually have it larger than men and therefore are more fond of colored attire.

To cultivate this sense one should study coloring, paintings and drawings in colors; observe costumes, complexions, eyes, hair, and practice discrimination between hues, tints, shades, and so forth. The organ is well developed as seen in portraits of Rubens, Titian, Rembrandt, and other famous artists.

ORDER

The external indication of this faculty appears in the way the outer angle of the eyebrow is formed or shaped. A well made brow should be carried on to this point which should have a prominent appearance. It is located outside of color, and when large denotes the person who is methodical, systematic, neat, and tidy; the man who has a place for everything and everything in its place.

That "Order is heaven's first law" is a wise axiom, for it will be seen that everything in Nature is in order. The cosmic and planetary systems of the universe present a marvelous exposition of order, system, sequence, or regularity.

Persons with this organ improperly developed are noted for their want of system, regularity, and tidiness. They are unconsciously prone to pay little attention to sequence, neatness, or consecutiveness; which defect betrays itself not only in their private life, but also in their dress, thoughts, habits, and business. It is found largely developed in chairmen of meetings, soldiers, sailors, neat housewives, pharmacists, systematizers, efficiency experts, librarians, and the merchant who keeps an orderly store. To build up this function, study methods, system, efficiency, and do everything by systematic plans. Work according to rule, be neat, fastidious, cleanly, and correct any slovenly, unsystematic or disorderly conditions.

NUMBER OR CALCULATION

This organ is located back of the external angle of the eye and gives a squareness and width to that part of the head. The function of this faculty relates exclusively to quantity, and to the modes of expressing such, which may be stated either by the numerical figures of arithmetic, or by the various signs of quantity which mathematicians may adopt in accordance with necessity. It is absolutely necessary in all forms of mental calculation, and to all those who use figures in their activities, such as bookkeepers, accountants, statisticians, mathematicians, engineers, archi-

fects, bankers, and merchants. Zera Colburn, the mathematical wizard, was remarkably developed in this region of the brain. Those in whom this attribute is deficient cannot remember numbers and are poor in arithmetic. In the higher branches of mathematics, such as geometry, trigonometry, and so forth, the student will find it essential to be well developed in other parts of the brain, such as causality, comparison, form, size, locality, and weight. To improve this sense one should practice mental arithmetic, study accounts, memorize numbers, and strive to be quick in calculating and estimating figures.

EVENTUALITY

We now come to the second story of the brow, wherein are contained the retentive, literary, and historical faculties. The organ of eventuality is easily distinguished. It is located practically in the center of the forehead. It has sometimes been called memory, though it is no doubt the memory of events and such persons who have it large, if also well gifted with language, are able to graphically describe all they have seen.

Memory is not a special and independent mental faculty, but an attribute or property of each one of the natural and elementary organs of the mind.

Thus, form, the perceptive faculty which takes cognizance of the shapes or outlines in objects, has a memory in accordance with the development of this particular faculty of the brain. The faculty of weight gives the power of observing and remembering the weight or gravity of an object. The phrenological idea is that there are as many memories as there are intellectual faculties, and this explains the ability of some persons who have a good memory of names and faces and poor remembrance of places, and so forth.

Memory is strong or weak in accordance with the development of the organ of the faculty acted upon.

A man may have an excellent memory of reasoning processes, or in other words, he may be developed in comparison, and causality, and yet, may have a weak memory in things relating to music. There was an idiot who remembered the birthday of every man in his town and never failed to greet those whom he considered worth a penny on their respective birthdays.

Eventuality denotes the historian, the journalist, reporter, or war correspondent, the one who remembers events, facts, stories, anecdotes, and experiences. The author needs this faculty in order to give him the ability and power to relate experiences and anecdotes. Those in whom this organ is deficient may see, hear, or read many facts, but they make only a faint impression and soon vanish from the mind. They should cultivate it by studying history, current events,

memorizing the events of the day, stories, anecdotes, and so forth.

Endeavor to remember facts and relate them to others. One of the finest exercises the author can recommend is to keep a diary and record the experiences observed in one day, but *write them into the diary three days later*. Cultivate greater attention and exercise the law of association of ideas. If you wish to remember a man's name, visualize the writing of it, associate it with the number of letters it contains, its similarity or connection with some object with which you are already familiar. Writing down a name is also very beneficial, for this exercises the faculty of form. Constant repetition will also be found of immense value. Picturing an object in motion or exaggerating its size are splendid aids in memorizing.

LOCALITY

This organ is situated on each side of eventuality, in the second story of the brow, and when large it denotes the person who is well informed in geography. These people have a good memory of places. This organ is also largely developed in some animals such as horses, dogs, pigs, cats, and so forth, who readily find their way home even in the dark. Locality takes cognizance or perceives the relative position of one object to another. When any object is discussed, the

question naturally arises, "Where is it?", which denotes the activity of this faculty.

The geographical question is naturally of greatest importance, especially in such sciences as astronomy, navigation, surveying, or surgery, for an error in judgment as to the position of an artery, nerve, or bone might be the cause of a serious disaster. It is also essential to draughtsmen, landscape painters, and travelers. Locality was well developed in Kepler, Galileo, Newton, and Descartes. Dr. Gall mentions that he had observed the organ large in distinguished chess players; and he supposes their talent to consist of the faculty of conceiving clearly a great number of possible positions for the men. Joined with individuality, number, form, size, and comparison, it gives a genius for geometry, which we find in Euclid.

The intellectual incentive to travel, to explore, emanates from large locality, and no doubt the absence or deficiency of inhabitiveness gives a restlessness to the mind which many great travelers have exhibited. Large locality is a well known characteristic of the Indian and New Zealand Maori races, and they are ingenious in their ability to find their way through the trackless forests. People who lack this sense are easily lost and should cultivate realization of place and location. To do this, study geography, travel, explore, and memorize the location of places. Remember

where you place objects and practice finding the way. Try describing different localities and places you have visited.

TUNE

This organ is located in the second story above the external angle of the eye, and when large it shows the musician, or the person with musical instincts. This organ gives one the power to differentiate between sounds and to appreciate melodies. It enables one to learn to play or sing easily. As a general rule, the convex temperament is the better listener and player, whereas the concave temperament is usually the better singer. Persons of the vital type usually become splendid singers if they have the necessary talent, owing to their large lung capacity for air, giving them resonance and tone.

The sense of melody or a succession of musical sounds, no matter how produced, is conveyed to the mind through the medium of tune. It is a glaring fact that the valuable time devoted to musical education by children in early life by no means results in anything like a proportionate power of education in later years. All young ladies have to learn the piano and singing, but few reach beyond mediocrity in these accomplishments. My advice would be in cases where the faculty of time and tune are well developed, by all

means let music form part of the education, but where there is no talent in this direction, the time and expense might be better employed in other studies. Keep the ears clean and free from diseases, as also the mouth, and nostrils. Be sensitive to modulation in music, speaking, and reading. Study harmony, melody, and emphasis,, elocution, accent, pronunciation; and practice deep breathing from the diaphragm. This is a splendid aid to those desiring to develop a good musical tune. Practice music, speaking, singing, and so forth, and pay particular attention to pitch and quality of sound. Train the ear to listen closely and to appreciate delicate vibrations. This faculty was large in Handel, Hayden, Beethoven, and Bach. An examination of the head shape of Caruso, Bonci, Melba, Schumann-Heink, and other musical artists will show great width in this region.

TIME

It is also located in the second story of the forehead about an inch above the outer edge of the eyebrows, above the organs of color, and when large denotes punctuality. It makes one conscious of the time of day and also of dates. People who are well developed in this respect have no difficulty in getting up at stated times, being punctual, or remembering appointments and dates. It is also essential to all good

musicians and can be developed by cultivating the feeling of duration or rhythm, studying the lapses of time and its measurement. Practice time in music and estimate lapse of time by the watch. Memorize time and dates. Estimate the value of time in your business. Make particular appointments and be prompt. Make a practice of economizing and saving time. Have regular hours for everything.

A good development of time is absolutely necessary to good dancers, and to musicians, whether composers or performers, for it forms the basis of all rhythm in music.

In manual telegraphy, with the Morse Code, a judgment of time is an important element to correct signaling; the code being composed entirely of two signals of short and long duration, regulated by a certain space between each letter and between each word.

LANGUAGE

This faculty is developed by the convolution of the brain lying on the posterior part of the upper orbiter plate directly behind the eye, and when large it forces the ball of the eye downward and outward, making the eye prominent or forming a sack under it. It is often called Broca's convolution, although Dr. Gall many years before discovered that those pupils whose eyes were prominent or projected from the cheek bones

were fluent in conversation, public-speaking, and so forth, and also memorized easily. Persons deficient in this respect could hardly memorize at all. He subsequently discovered that this was the organ of language or expression, and that when large it denoted the orator, linguist, and the wordy person.

Words are the most common signs employed by civilized nations for the purpose of expressing feelings or thoughts. Persons who have a great endowment of language abound in words. The prominence of the eyes, their setting, their degree of protrusion, are the most important indications of the organ of language. Sunken eyes, or cavernous, as they are called, reveal a moderate development of the organ of language, and show reticence and taciturnity.

We can also tell what a man talks about by judging the other parts of his brain. Where selfishness predominates, he will always talk about himself. Where the religious instincts are strong, we find the makings of a good evangelist or minister. Where the reasoning organs are large, the language will be accompanied by great clearness of thought. Politicians, salesmen, teachers, and others who use language continually, should be well developed in this region and when this center is diseased or disturbed we have the victim of aphasia. People should study the uses and meanings of words, practice change of vocabulary. Study different languages, endeavor to express thought clearly

and to use the right word in the right place. Practice composition, rhetoric, elocution, public-speaking. Study grammar faithfully, commit words and passages to memory and repeat *verbatim*. Practice the art of conversation and strive at all times to talk well. Be bright, animated, and forcible in the use of language. A good exercise is to study the dictionary. If you have never done before, a short trial will convince you of the efficiency of this method.

All great orators have this eye sign of large language—to wit, Daniel Webster, Gladstone, Roosevelt, Churchill, Balfour, Lloyd George, W. J. Bryan, E. V. Debs, and a host of others who have made their names by talk. The author found this well developed in the Maori race who are known for their ability as speakers.

CAUSALITY—OR REASON

This organ is situated in the upper story among the reasoning faculties on both sides of comparison and over locality. When large, it gives prominence to that portion of the upper story of the forehead. It denotes the thinker, gives one the ability to reason between cause and effect, to deduce principles, and think abstractly. It shows originality and a desire to find out the why and wherefore of things, and so is found to be large in all political economists, scientists, philosophers, and metaphysicians. Galileo, Henri

Bergson, Newton, Lamarck, Horace Mann, Benjamin Franklin, Herbert Spencer, and Karl Marx, the great economist, all have this organ prominently developed. Those in whom it is deficient have no originality, no ability to plan, think, or philosophize—they have weak judgment.

This is the cause-seeking power which demands to know the why and the wherefore of things. It digests the materials gathered by the perceptive faculties, formulates conclusions of the relations of things, and directs them to produce desired effects. It gives out the power of associating cause with all phenomena. Asking "Why?" is the hunger sign of knowledge; and it is greatly to be regretted that parents and teachers often only do not answer questions which children, acting upon the impulse of causality, are so fond of asking, but for various reasons, either refuse to answer, invent amusing lies, or else reply in an absurd way, which often does more harm than good.

In looking at the actions of men, causality prompts us to consider the motives or moving causes from which to proceed.

As one writer says, "To build up this trait, study philosophy and logic, and reason out everything; study premises and principles, endeavor to know the why and wherefore, and have a reason for everything. Study relation of cause to effect, reason logically, originate, meditate, reflect, plan, and invent. Endeav-

or to have soundness of judgment in everything. Think abstractedly and theorize.

COMPARISON

The situation of comparison is in the middle region of the forehead, in the upper part directly above eventuality. When large it gives a rather high, prominent or wedge-like appearance to that part of the head. It exercises a most important influence upon the mind in the way of analytical capability; and one who has it largely developed is quick in discovering and understanding differences, and is a critic or analyst. This is the faculty of analogy of similes, of discrimination, and it enables one to form conclusions by comparing objects with one another. It is essential to all students of reason, also to critics, and to purchasing agents.

This faculty gives the power of perceiving resemblances, similitudes, differences, and analogies, and enables its owner to illustrate his remarks by the use of metaphors, parables, and proverbs. Tune may compare one note with another, and color contrasts different hues; but comparison may compare color with a note, a form with a color, which these other faculties by themselves could not accomplish.

Comparison is found well developed in all students of comparative analysis, and is also found in shrewd and keen business men. Dr. Pasteur was notably

powerful in this region of the head; the lawyers, Daniel Webster, William Pitt, and Edmund Burke, also had keen analytical minds.

To build up this region, one should practice the comparison of objects, should criticize, analyze, classify, and illustrate. Study the relations between one object and another. Appropriate knowledge; reason inductively. Make use of comparisons, figures of speech, similes, proverbs, and so forth, reason by analogy. Exercise the mind in comparisons of physical objects and in comparison of theories and mental plans and operations as well.

HUMAN NATURE OR INTUITION

Is situated on the median line at the summit of the forehead directly over comparison. This faculty gives the ability to study people, and is largely developed in all those who study persons by intuition, forming as they do rough estimates of the characteristics of an individual from instantaneous impressions. In the majority of instances these conclusions prove to be remarkably correct, and when combined with the scientific knowledge of character analysis, it forms a powerful and useful combination for the professional analyst.

Intuition gives us impressions of others that are hard to explain. Women and children have it to a



Fig. 15.

GENERAL PERSHING.

The Motive Type.

marked degree, and it is of valuable aid to people in choosing friends, judging employees, handling children, and analyzing character. Managers of hotels, doctors, salesmen, lawyers, teachers, and all people who come into contact with others have this faculty well developed. It is essential to the skilled detective. Shakespeare and Allan Pinkerton had it remarkably large. Its use is also required by all phrenologists, physiognomists, and students of character analysis.

We should all study the characters of strangers and cultivate the habit of forming sympathetic impressions of them. Study motives, qualities, actions, and appearances of everyone you meet. Cultivate sagacity and personal address. Observe the manners and customs of different people, and study the relations between actual character and physiognomical indications. Be sensitive to impressions made upon you by others, and watch the effect and impressions made by you. Study your own character closely. Study character analysis, physiognomy, phrenology, and the development of your friends, and observe the relations between their physical appearance and their character.

IMITATION

Dr. Gall discovered this organ on either side of benevolence, rising up in the form of a segment or sphere in the superior-anterior portion of the head.

He also found it largely developed in some students of a deaf and dumb institute who were noted for their prodigious powers of imitation and mimicry.

Combined with large language, individuality and eventuality, it gives the tendency to personify and dramatize, and in speech and conversation to suit the action to the word. It aids the poet, novelist, moving-picture actor, inventor, portrait painter, sculptor and engraver. The organ is generally active and large in children. It is in the theatrical profession where the action, influence, and effect of this faculty can be noted closely, and interestingly studied. For here it must, of all things, be the leading feature. Imitation may sometimes lead to affectation.

When combined with large secretiveness it produces the actor and mimic, and is essential to all speakers, pattern makers, and coypists.

To cultivate, practice copying from others in manners, expressions, sentiments, ideas, opinions, everything, and try your hand at drawing, and in every species of copying and imitation, as well as conforming to those around you; that is, try to become what they are, and do what and as they do.

AGREEABLENESS OR SUAVITY

This organ is situated just above causality and outward from intuition. Sometimes it is called agree-

ableness, because its function is to give blandness, politeness, and courtesy to manners and a disposition to make oneself and one's language pleasant. It shows the urbane and effective diplomat and is a great asset to hotel and restaurant proprietors and public speakers. All should cultivate agreeableness, diplomacy, and the ability to conform to the disposition of others. Be polite, pleasant, smiling, complaisant, bland, and persuasive. Take pride in having as few disagreeable conditions as possible in your relations with others. Cultivate softness of speech and kindness in manner. When you have a disagreeable duty to perform, try to make it as pleasant as possible. Study etiquette, tact, the usage and customs of good society, and imitate the virtues and cultivate the graces of good breeding on every occasion. Compliment people.

CONSTRUCTIVENESS

This is one of the semi-intellectual faculties that are located in the region of the temples, at that part of the frontal bone immediately above the sphenoid and temporal suture. It gives breadth and fullness to that part of the head and is sometimes known as the perfective faculty.

The beaver, an animal well known for its constructive ability, has a wide forehead, so has the field-mouse. This resemblance will be found in the inventor,

mechanician, builder, and tool user. One having large constructiveness understands the working qualities of machines, tools, and so forth, and finds it easy to construct things. Mechanics, contractors, inventors, machinists, hardwaremen, and even artists, should have this organ well developed. It is essentially the putting together, the building and constructive instinct. Combined with veneration it delights in building churches and altars. Combined with form and imitation, it shows the engraver, sculptor, composer, painter, and so forth. Writers and speakers desire the aid of this organ in order that they may properly construct their thoughts.

He who desires to develop himself in this respect should study machinery, buildings, mechanical work of all kinds, and exercise his thoughts in studying the manner in which things are put together. He should do vocational work, handle tools, musical instruments, and artistic apparatus, and become expert in using them. Study designs and practice invention, planning, drawing, and designing. In literature, study the construction of sentences, the arrangement of plots, the construction of poetry, the design of the authors and the invention of their schemes. Contrive, plan, tinker, invent, and construct in every branch of business. Endeavor to acquire practical dexterity in the use of tools, and in literary construction and scheming.

IDEALITY

This faculty is located above and slightly backward of constructiveness and nearly along the temporal ridge of the frontal bone. Its location is in the upper and frontal portion of the temple just where the head passes from the perpendicular form to the horizontal, and under, and in front of the edge of the hair.

It is the aesthetic faculty that loves the beautiful and perfect in nature and art and studies everything according to its beauty, perfection, and refinement. It denotes the poet, the artist, the idealist, and those romantic in thought. Poets of all ages have this organ large, as in Euripides, Virgil, Homer, Rousseau, Pope, Washington, Irving, Mirabeau, and so forth. Bartholdi, the noted sculptor, was well developed in this region of the head and also in the organ of sublimity.

Those in whom this faculty is small show poor taste and little imagination. They should consider refinement and taste, and endeavor to acquire both to a high degree. Let the imagination dwell upon ideas of beauty and perfection, study aesthetics, love the beautiful in art, oratory, and refined *littérature*. Cultivate polished and cultured people. Eschew everything that is coarse, vulgar, indecent, or in bad taste. Imagination, or as some people call it, "Fancy" enters largely into this faculty, and we have only to consider the function of imagination to realize how large a part it

plays in our everyday life. Without it we could never rise above material things of the senses. Once we have an ideal in the mind and strive for it, success which we could not otherwise attain, comes within our reach. Ideality continually urges the intellect to adorn and improve its thoughts and actions. It is needed in even the humblest handicraft and tends to urge us to do things more perfectly. These artists, mechanics, poets, musicians, novelists, can shut their physical eyes and open those of imagination, calling before them things and ideas which the eye has not seen nor the ear ever heard and then record that to which ideality has given birth.

SUBLIMITY

Is located between ideality and cautiousness, and when large gives width to the upper and lateral portions of the head. Ideality recognizes the exquisite and the beautiful; sublimity rejoices in that which is startling, terrible, majestic, like the tornado or the cyclone at sea. Such works as mountain scenery, the boundlessness of space, the eternity of time, the vastness of the ocean, and the view of Niagara Falls excite this function. Vernet, the great marine painter, is said always to have made it a point to go out to sea whenever he could during the raging storm. It is even related that once when everyone on board was praying

for safe deliverance, Vernet, lashed to the mast, gave utterance to ecstatic expressions of delight and admiration at the "glorious effect" produced by the tumultuous sea.

Authors of war stories and poets usually have this faculty well developed. They exercise their thoughts in contemplation of the stupendous and grand in nature, art, and literature. Cultivate the appreciation of the vast, terrific, grand, endless, infinite, and sublime. Mount lofty summits and study whatever is grand and powerful in nature, in man, in machinery, or in literature. Enjoy sublime scenery, take an interest in stupendous enterprises of business, enlarge your ideas, and comprehend the greatness of great objects.

MIRTHFULNESS OR WIT

Is located at the upper and outer angle of the forehead, giving width, fullness and squareness to that part of the head. It enables the man to laugh, appreciate the witty, the incongruous, the absurd, the eccentric, and to enjoy sports. It aids reason by pointing out the ridiculous, and is largely developed in all comedians and entertainers.

Mark Twain had a splendid example of this development. Combined with large destructiveness and combativeness, it leads to satire. People should laugh

heartily on all occasions. They should cultivate a love of wit, humor, fun, and gaiety. Practice the possession of a keen sense of the ludicrous, the absurd, and everything which properly provokes laughter. Enjoy and read jokes and say witty, mirth-provoking things whenever admissible. Cultivate a sunny smile, and jolly disposition and see how much fun you can crowd into the usual routine of business transactions and life without becoming frivolous.

JUSTICE OR CONSCIENTIOUSNESS

This organ is situated in the coronal region, adjoining, below, and on each side of firmness. All of the moral sentiments are located in the coronal region of the head, and when large give height and fullness to that part of it. It was discovered by Dr. Spurzheim. This faculty distinguishes between right and wrong and some moralists speak of it as "conscience," or the voice of "God," but this is an erroneous conception of it, for it can be educated or perverted by our environment just as well as any other faculty. The author has seen skulls of Indians and savages who were well developed in this respect; yet they would probably scalp and slay at will, and still their "conscience" would be at ease for they had not been educated up to recognizing these wrongs.

This faculty endows one with a strict sense of duty,

obligation, and justice, and makes one punctual and scrupulous in the performance of promises and duties. It is the nucleus of an honest, a moral, and a substantial character. It is largely developed in judges, and was one of the most prominent faculties of the famous nurse, Florence Nightingale. The organ is sometimes called justice. It is that part of the brain in which originates the feeling, the emotion, or the desire of duty, and shows us the man of integrity and scrupulousness. When it is weakly developed it leads to deceitfulness, underhandedness, and dishonesty. A person with this faculty properly developed will always experience some sort of restraint and reproach, at even the contemplation of a dishonourable action.

The question, is it right, honourable, just, immediately suggests itself; when the phase of mind which prompted the evil thought soon passes away. Dr. Combe in his work, "Elements of Phrenology," says, "When this organ is small, the individual is prone to do an unprincipled action if tempted by interest or inclination. He experiences a difficulty in perceiving both the quality of justice, and in feeling the imperious obligations of duty arising from its dictates. He will promise, but not perform, undertake obligations and not fulfill them; in short, we cannot rely on his word, or trust to his acting according to his engagements, except when his own interest or inclination prompts him. It is deficient in notorious criminals and when

this part of the brain is diseased it sometimes produces the form of insanity known as melancholia." Other indications of an honest, conscientious individual are a frank, clear, steady, wide open eye; strong, straight-lined, clear-cut nose; firm, steady mouth; square chin; open hands; candid manner; firm, steady heel-and-toe walk; clear voice; and lack of suspicion.

To cultivate this organ you should study the ethics of all things; improve your sense of justice; subject your thoughts, words, and actions to close scrutiny as to right and wrong. Inculcate a repugnance to whatever is wrong, and a love of right because it is right. Be prompt to render justice and equally prompt to exact it. Make contracts closely and live up to them; never compromise with your "conscience." Do right though the heavens fall; be scrupulous in matters of duty; never equivocate, be particular to tell the exact truth at all times; study integrity and uprightness of character; take pride in doing exactly right on all occasions; be circumspect, prudent, and careful against contracting responsibilities, debts, or duties which are in any way likely to cause failure or embarrassment to you.

HOPE

Directly in front of the organ of conscientiousness, and on each side of veneration, lies the organ of hope.

A line drawn upon the head perpendicularly upward from the opening of the ear will pass right between these two organs. This function urges one to look ahead, paints the future in rosy colors, and gives one a belief in the permanent future and great confidence of immortality; it tends to show the silver lining behind every cloud, and when combined with large acquisitiveness and moderate caution, it shows the speculator and gambler.

It is largely developed in salesmen, promoters, and so forth, and was found to be large in Sir Walter Scott, who was cheerful even amidst his greatest misfortunes. Small hope shows the man who despairs easily, is pessimistic, gloomy, and melancholy; whereas excessive hope gives one a tendency to build castles in the air. All should look to the future with happy anticipation. To some persons, even in indigence and illness, there is "a good time coming," while to others the future may appear shrouded in gloom—and this though they may have had ample means of enjoyment, and little apparent cause for such despondency.

Be optimistic, buoyant, expectant, and look on the bright side of affairs, believe in the future and in the good things in store for you; cultivate high spirits and a hopeful disposition. Endeavor to keep off all tendencies to despondency and gloomy thought; talk of the future hopefully whether you believe in it or not. Be enterprising and venturesome in business;

overestimate the chances for the future rather than underestimate them. Contemplate the joys of the future and talk much of that which is beyond. Use your intelligence effectually to place yourself under conditions favorable to good results, and do not take into consideration the possibility of failure. Endeavor to realize your expectations and remember that "in the bright lexicon of youth there's no such word as fail."

SPIRITUALITY AND FAITH

This organ when large imparts elevation and breadth to the top-head, and is located on each side of veneration. It shows the clairvoyant or one who believes in spiritual existence, second sight, and other psychic phenomena. It is found large in superstitious people and those who believe in ghosts and apparitions. In Ann Lee, the founder of the Shakers, this organ was most extraordinary in its development; it was also large in Loyola, the founder of the order of Jesuits.

When the organ predominates in an individual he experiences a natural inclination to believe in the wonderful and marvelous, presentiments and phantoms, has a lively faith and gives vent to expressions of admiration and awe. It has been called, "Faith," by Dr. Donovan, whereas Dr. Spurzheim called it "Supernaturalite," and George Combe called it "Wonder." By other phrenologists it is often called "Marvelous-

ness." It shows credence and belief in supernatural phenomena and in the existence of great extraterrestrial powers. Cromwell, Swedenborg, Joan of Arc possessed this element to a large degree. The author found it largely developed in a number of spiritualists he examined while in Australia. Its absence shows the sceptical tendency and the non-believer. Those who desire to cultivate this faculty should associate with those of a believing disposition and take a lively part in their faith as far as it is reasonable, endeavoring to enter fully into the enthusiasm of such occasions. Study the new, the wonderful, and all partially developed truths.

VENERATION

Is situated at the middle of the coronal aspect, the fontanel or summit of the brain, directly in front of firmness. It is the worshipping or respecting faculty and shows reverence for religion and things old and sacred. It predisposes to devout feelings; to adoration, and also to admiration and respect for superiors in rank or power. The author found it large in savages who are very religious, such as the natives of the island of Raratonga in the South Sea Islands, or those who believe in idolatry or worship of images and idols, as among the Cingalese in Ceylon. It has been found large even in murderers, and any insane asylum will

show patients who are diseased in this part of the brain, and imagine themselves to be the King, Emperor, Jesus Christ, God, and so forth. The sphere of this organ is not confined to religion only; it inspires respect for authority, deference toward superiors and the aged, and respect for the great and good. It is essential to all preachers, missionaries, evangelists, and others interested in religious endeavors. When this part of the head is well developed there is a tendency to reverence, to worship, to adulate, to prostrate, to kneel, and to feel religious awe towards some symbol, idol, picture, and so forth. It is exercised equally by the half-naked savage who bows in trembling fear before a wooden image, and the highly-educated, refined, devout lady, who prostrates herself before a golden altar illumined by wax candles in gold and silver supports, accompanied by beautiful and appropriate music.

It causes people to be patient, pliable, submissive, calm under trials, and cheerfully to acquiesce to the inevitable.

Its deficiency marks the atheist and agnostic, as exemplified in the heads of Ingersoll, Paine, and Voltaire. Veneration is cultivated by feelings of reverence for everything which is entitled to respect by reason of age, superiority, greatness, or holiness. Be deferential to the aged and to all persons who have a claim upon your respectful considerations, especially

parents. Worship reverently and with great regularity and frequency.

BENEVOLENCE

Is situated in the anterior part of the top head just forward of veneration or immediately before the fontanel. When large, the forehead rises high and has an arched appearance; and when small, the upper part of the forehead is comparatively low and appears to recede. This is the faculty that proves one to be kind, charitable, sympathetic, compassionate, and benevolent; and when small it shows the person who is selfish and indifferent to the sufferings of others. It is noticeable in dentists, doctors, and surgeons who are merciful and do not inflict unnecessary pain. Some animals, notably dogs, are well known for their benevolence, and Newfoundland, St. Bernard, and Shepherd dogs, who are so characterized all have high foreheads. Bull dogs, on the contrary, are wide above and behind the ears and have low flat receding foreheads. They are noted for their cruelty and pugnacity. It is weakly developed in nations known for their cruelty. Philanthropists are unusually well developed in the region of benevolence and this is true of all others charitably inclined.

The larger a person's benevolence is, the sooner is he acted upon by first appearances; perhaps the terms understanding or co-feelingness would convey the

meaning better than the word benevolence, but to co-feel with a sufferer is to sympathize with him.

Real sympathy is essential to the agreeable and pleasant manner that some doctors have the power of displaying when attending sick persons. As a rule, the power of benevolence is stronger in women than in men, and stronger in children than in the adult. It is a necessary factor to the nurse, dentist, doctor, surgeon, parent, teacher, magistrate, judge, and so forth.

VITATIVENESS

This organ is located behind the ear, below the region of destructiveness, forward of combativeness; just above the root of the mastoid process, and when large it gives width and fullness to the basilar region of the head. It gives man the instinctive love of life, and its function is to love existence. It dreads disease and the individual well developed in this section of the brain will tenaciously hold on to life. The author found this faculty weakly developed in a youth in Vancouver, Canada, and commented upon it. He was subsequently informed that he had attempted to commit suicide the previous summer by jumping off a boat. This was probably a hereditary instinct, for his father had taken his own life some years ago. People in whom this organ is large, love life and will

never commit suicide. Dr. Donovan, in his writings, tells of a man named Lees, with low vitativeness, who was executed at Newgate for the murder of his wife, a dissolute woman. Lees went to the Gilsbur St. Compter, on the day he committed this crime and gave himself up. He pleaded guilty and actually longed for death.

Dr. Combe, in his work on Phrenology, Vol. I., p. 294, mentions that a physician in Philadelphia, Dr. George McLellan, saw reasons to believe that tenacity of life bears some relation to the development of this organ of vitativeness. Patients of his in whom it was large were known to live several days longer than was thought probable, while some in whom this part of the brain was narrow died sooner than was expected, and often suddenly, before any ordinary cause had been discovered.

Dr. Combe cites a case that came under his notice of a lady over sixty years old, who evinced a more than ordinary degree of anxiety about her life and her fear of death. At her decease her brain was examined, when the enormous development of one convolution toward the medial line at the base of the middle lobe was too striking not to attract attention. Pope Leo was a good example of a person with a large vitativeness.

Animals who are wide in this region, such as lions and tigers, fight hard before they are killed, whereas

other animals are deficient in this respect, for instance, sheep, chickens, and rabbits, and they are easily slaughtered.

It should be large in all physicians in order to enable them to love life and fight death not only for themselves but others. To develop this attribute, one should study the laws of longevity and practice them; study existence, its delights and profits. Consider the value of life and how much you may accomplish. Study the laws of hygiene and when attacked with sickness never give up; cling to life, and if the doctor says you are likely to die, discharge him on the spot and give full vent to your indignation, and it is a psychological fact that this will greatly aid your chances for recovery.

COMBATIVENESS

A little back of the top part of the ears or at the mastoid angle of the parietal bone we find this organ. It gives width to this part of the head and an estimate of its size may be obtained by placing the thumb on the organ on one side and the fingers on the organ on the other side of the head and a little practice by an observer will enable him (by comparing one head with another) to decide in regard to the size of the organ instantly. Those in whom this organ is strongly marked are courageous, plucky, and resist very quickly

any invasion of their rights. It makes one pugnacious and is largely developed in the dog, an animal known for its fighting proclivities. It is easily discerned in professional pugilists and was prominently marked in General Grant and General Sheridan. Lord Kitchener and Von Hindenberg are also good examples of this trait. Forceful debaters have it largely developed and its deficiency combined with low self-esteem points to the coward.

Persons of this type should build this organ by becoming resolute, aggressive, forcible, and defiant. The practice of boxing, wrestling, football, and debating, is valuable aid in developing this attribute. Seek opposition rather than avoid it; argue your point and stick to it. If necessary to assert your rights do so vehemently and forcibly. Take part in combats and excite physical energy. The phrenological meaning of combativeness is the will power to oppose, in a physical sense by means of a system of self-protection, resistance, or defense. By itself, the function of combativeness seems to be merely defensive—not aggressive—although in operation it rarely fails to excite its close ally, the aggressive principle known as destructiveness or executiveness. This is a necessary instrument for the lawyer, politician, pugilist, sportsman, athlete, and soldier. It is large in the Caribs and Indians; small in the Hindoos and Cingalese.

EXECUTIVENESS

This organ is sometimes called destructiveness and is situated directly above and extending a little backward and forward from the external opening of the ear. A large development of this propensity gives width of the head from ear to ear. This element gives executiveness, tears down and destroys that which obstructs or impedes. It is the cut-right-through faculty and when excessively developed shows the murderer and the fighter. Anger, brutality, temper, viciousness, and rage are manifestations of it. Animals that kill are wide through this region, such as tigers, lions, and wolves. All herbivorous animals however, like the camel, deer, sheep, and rabbit, are narrow in this region.

Nero, Frederick the Great, Lord Kitchener, Gordon, and Von Hindenberg are good examples of this trait. It is well developed in the heads of North American Indians, New Zealand Maoris, and other savage and cruel races. It is deficient in the Esquimaux, and the Hindoos, who can easily be kept in subjection by a handful of British soldiers.

It is essential to physicians, surgeons, and dentists, but should be tempered by kindness, so that they may not inflict unnecessary pain. The function of this faculty is to produce that special mental energy which in its manifestations may either force aside, overcome,



Fig. 16.

CHANCELLOR DAY, Syracuse University.

Vital and Mental.

break down, disable, injure, destroy, kill, or exterminate by direct application of physical force. Certain types of executives need the exercise of this organ. The wide-headed engineer, bridge builder, or tunneller, will overcome obstacles more easily than the narrow-headed type.

To cultivate, do everything thoroughly. In contests of all kinds, punish your adversary with crushing opposition. Carry out your own plans, despite opposition. Be selfishly energetic. Play football and practice boxing and wrestling. Make up your mind to perform your undertakings with thoroughness, despatch, and rapidity.

ALIMENTIVENESS

The desire for food is a function of the particular part of the brain at the base of the middle lobe and lying on the fossa of the sphenoid bone behind and partly lower than the socket of the eye.

It is situated immediately forward of where the front part of the ear joins the head and when large gives width to that part of the head. It is sometimes called appetite, and shows the one who enjoys eating and drinking. If perverted it is likely to lead to gluttony and indigestion. Persons who are well developed in this region enjoy preparing meals and cooking. They become good grocers, butchers, and so forth. When

combined with large social organs they make good restaurant and hotel-keepers.

It will be realized that alimentiveness is indeed an important factor when we consider that the necessity for food, the pleasure felt in partaking of it, the pain resulting from the want of it, the fatal result of deprivation of it, form, singly and collectively, the most imperative incentive to industry that can be conceived.

If large, the digestion is vigorous and hearty, and the food is soon disposed of ; all meals being eaten with pleasure. On the other hand, if the faculty be small, the digestive system lacks energy and is therefore slow, sluggish, or weak. One of the gravest errors that can be made is in assuming that certain diets are equally advantageous to all. Certain medical practitioners lay down a general system of diet, and the number of meals to be taken during the day, irrespective of each particular individual's capacity for disposing of the same. All this is false when generally applied ; as the amount of time and digestion and the class of food necessary for different individuals will differ, and will depend entirely on the digestive vigor of each individual.

Persons with strong animal propensities should eat less meat than others. Those deficient in alimentiveness have a poor appetite and should learn to appreciate their food and eat with relish. Eat only when hungry and do not criticize food adversely. Look for

excellencies and develop the sensation of pleasure in gratifying the appetite for food. It is interesting to note that in sheep, the olfactory nerves, which are very large, are perceived to terminate in two cerebral convolutions lying at the base of the middle lobe of the brain, adjoining and immediately forward and below the organs of executiveness in carnivorous animals.

Dr. Michaelis, the Food Administrator of Germany, during the Great War, was notably well developed in this region.

ACQUISITIVENESS

This organ is situated at the anterior inferior angle of the parietal bone backward of constructiveness, and when this part of the head is large it shows the financier. In proportion as it is developed it fills and rounds out the head just back of the lower part of the temple, rendering it rounding and spherical between the tops of the ears and the corners of the eyes. It shows an understanding of values of money and makes one strive to obtain property. It gives one a love of wealth, and makes him thrifty, frugal, and economical.

Excessiveness of this development shows the miser, and its deficiency the spendthrift.

The squirrel, an animal whose development in this region is well known, lays by nuts, and other kinds of food for the winter months, whereas the chicken never

stores food away and is deficient in the organ of acquisitiveness.

Its use is required by all business men, providers, merchants, and collectors, but with moderate morality and low conscientiousness will show the thief or the man who tries to acquire property dishonestly. It is a law of nature that men should strive to provide for future wants, and even to accumulate certain kinds of property. Persons with only a moderate development of acquisitiveness are rarely, if ever, fond of business or successful in commercial pursuits. Some men have a positive talent for money-making, which causes them to succeed in whatever kind of commerce they may undertake and "all they touch turns to gold."

Acquisitiveness is called covetousness by Dr. Spurzheim, but covetousness, avarice, dishonesty, and theft result only from the abuse of this organ.

Those who are bashful in asking for money that is rightly due to them are weak in acquisitiveness. They should study the value of things and cultivate the pride of ownership. Study how money may be invested properly and analyze the methods of successful financiers. Be earnest, dignified, and energetic in your collections. Never make a concession in business for the sake of friendship, charity, or good-nature. Give full value, but be sure you receive your money. When money is due to you, insist upon it in a dignified, forcible way and never compromise your debts. Start a

bank account and be determined to make it grow. Study biographies of financiers like J. P. Morgan, J. D. Rockefeller, Baron Rothschild for inspiration.

SECRETIVENESS

This organ is located above destructiveness and backward from acquisitiveness and shows the concealer. It is situated at the inferior edge of the parietal bone or in the middle of the lateral portion of the brain. It causes one to use policy, self-restraint, discretion, and in inferior minds it generates cunning, evasion, deceitfulness, and falsehood.

When combined with large acquisitiveness and a low top-head it shows the swindler. Its excessive development shows the liar, hypocrite, concealer, and double-dealer, whereas its deficiency shows the person who is too frank and lacks tact. It is necessary to some lines of business and proves itself useful to detectives. Its policy is "Mind your own business." It produces the instinctive tendency to conceal or suppress the outward expression of desires, thoughts, surprise, and other emotions.

Madame De Stael describes the first Napoleon as having the power, when he thought he was being scrutinized, of taking away all expression from his face, as if it had been turned to marble, and occasionally of assuming a vague smile, so as to baffle those who

might wish to discover what was passing within. There was an air of vagueness and want of thought in his physiognomy and his looks expressed only what he chose to reveal. Many writers have testified to this phase of his character.

When excessive and combined with deficient moral sentiments, it causes lying, duplicity, and deceit, as illustrated in the American Indian. If you are weak in this region of the brain, cultivate reserve and concealment in everything you do. Keep a constant guard upon your words and actions and do not expose your state of mind to anyone. Be cunning and evasive, and control the expression of your feelings. Do not take people into your confidence, and remember that "silence is golden."

CAUTIOUSNESS

The organ of this feeling is situated near the middle of each parietal bone on the upper side head outward from the crown, a little further back than the ears. It is generally the widest part of the back head and frequently interferes with the fitting of a hat.

Caution is the great alarmer, the sentinel, arouser, and stimulator of the brain. Fear is the normal result of this faculty, and watchfulness, hesitation, procrastination, carefulness, solicitude, and anxiety arise from it. A due degree of it is essential to a prudent charac-

ter. Extreme caution may co-exist with many of the highest moral and social principles, but under certain circumstances an excess of this quality may be designated as cowardice. It warns us to look out for danger and when excessively developed shows doubts, wavering, fear, and timidity. Its deficiency is the primary cause of thoughtlessness and causes one to be reckless, imprudent, rash, and too hasty. Such people are always excusing themselves with the formula of, "I never thought about it."

Caution acts as does a brake on a wheel. It prevents one from going too fast, from acting inconsiderately of consequences, from leaping without looking, and therefore from committing many errors. Yet an excess of it is a continual drag and impediment to action, causing both physical and moral cowardice, thus paralyzing the mind and making its victim a slave to apprehension, doubt, and eternal vigilance.

The author has seen many children who are excessively developed in this respect, probably due to the foolish habit of telling the little ones ghost stories, tales of "bogey-men," and inculcating them with a fear of the dark. Those who are weak in this respect should always think twice before they act, which will often result in their not acting at all. They should cultivate prudence in all things and practice eternal vigilance. Be sure you are right before you go ahead. Consider the future, the possibilities of sickness, mis-

fortune, and death, and be provident. Be careful in health, finance, property, friends, and everything else valuable.

APPROBATIVENESS OR AMBITION

This is one of the aspiring faculties and is located above and behind cautiousness on each side of self-esteem. It denotes ambition and shows the man who loves popular approval, publicity, applause, glory, and distinction. When combined with a good intellect, it makes one ambitious to achieve fame, praise, or esteem. When excessive it has a tendency to make one vain and subject to self-praise.

It is usually found well developed in public speakers, actors, statesmen, and it is one of the greatest stimulants to ambition. Those in whom it is weak should cultivate this trait by striving to please others and studying how this may be done effectually. Dress, attitude, tone of voice, and actions should be regulated with a view of producing favorable impressions. Be sensitive to criticism and try to avoid it. Strive for a high reputation and be respectable at all hazards. Where self-esteem suffices for itself, and is content with one's own estimate and approval, approbativeness appeals to others. He who desires approval makes a mirror of other people's eyes, dresses himself by the mirror, as it were, tries to see himself as others see him, to avoid

blame, and to do that which will give him good will and praise. Such considerations do not influence the man with little desire for approval, for he cares for nobody, and does that which best pleases himself.

There are few defects more likely to render a man more disagreeable and generally unpopular in private life than a disregard for the feelings and opinions of others, a defect which seems to be the outcome of little regard for the approval or disapproval of others. As first appearances are often very important it is one's duty to be careful of the impressions one makes.

SELF-ESTEEM OR DIGNITY

This organ is located at the highest point of the head in the region of the crown and when large gives height from the medulla to this point. The taller the head from the ears to this region the larger this organ. Some character analysts call it dignity and it shows the authoritative instinct. When combined with destructiveness and executiveness, it shows the one who loves to dominate and command. It gives pride, ambition, manliness, and self-reliance to one's character and causes one to be respected.

Its use is necessary to all managers, leaders, and public men; but excessive pride is the vice of immoderate self-esteem, self-approval, self-preference; in a word selfishness in its numerous modes of expres-

sion, as self-exaltation, haughtiness, contemptuousness, desire to govern.

Want of self-esteem means a lack of self-regard, pride, self-respect, and want of self-reliance, and it will be obvious how such a state of feeling renders a person likely to fall into lowering habits of thought and action.

This organ can be enlarged by cultivating self-confidence in every thought, word, and action. Assume the leadership of difficult enterprises. Resent all encroachments upon your rights, person, and privileges. Do not allow anyone to speak slightly or insultingly to you without resenting it promptly. Do not allow yourself to become the butt and ridicule of jokes, and when it is attempted, display dignity, and never laugh at a joke perpetrated at your expense. Place yourself amidst pleasant surroundings and act the part of a gentleman or lady at all times. Its restraint and due regulation are necessary in those who are proud, egotistical, conceited, forward, pompous, supercilious, or domineering.

FIRMNESS

Is situated at the top of the head between veneration and self-esteem and when large gives height to this part of the head. It is in direct line with the opening of the ear.

The office of this organ is to give steadfastness,

stability, decision, perseverance, tenacity of purpose and reluctance to yielding. Firm people cannot be forced into doing things against their will and an excessive development of this organ causes obstinacy and stubbornness. Its deficiency makes one fickle and vacillating. Generals, explorers, and leaders of all types need the use of this faculty. It is one of the factors of will-power.

Lavater was the first to point out that persons of firmness had lofty heads.

Firmness may be called the mental pillar of the mind. This faculty gives determination, coolness, and steadiness to the mind, and its necessity to the mental system is quite obvious. Firm people are rarely violent—their nay is nay—they have perfect control over their temper and “don’t boil over.”

To cultivate this faculty it is important that you complete every one of your undertakings. Preponderance of firmness however shows obstinacy, unprogressiveness, unchangeableness. The good effects of firmness are calmness, quietness, stability, perseverance, absence of violence, of temper on ordinary occasions, and absence of changeableness, fitfulness, and so forth.

AMATIVENESS OR LOVE

Is one of a group of the social faculties and is located in the lower back head and when large gives

fullness to this region. If we notice the size of the head from the ear backward, we can easily learn to judge the comparative strength of these organs.

This organ is located in the cerebellum or little brain and when large gives breadth and fullness to the base of the skull at the nape of the neck. This faculty gives rise to the sexual feeling. Brigham Young and Emperor Franz Joseph are good examples of large amativeness.

Its primary office is the continuance of the race and it produces physical love between the sexes. It shows the lover, the creator, and develops attachments. It promotes admiration and courtesy for the opposite sex, and salesmen who are well developed in this respect can sell goods to the female sex. Licentiousness, prostitution, and sensuality follow from the excessive development of this organ and its deficiency notes the bachelor, old maid, and one who lacks affection.

Doctors should be well developed in amativeness and all the social organs in order for them to come into intimate contact with their patients. Everyone should seek the society of virtuous persons of the opposite sex on all occasions, and develop kind and affectionate relations with these companions. Avoid lewdness and coarseness of word or thought in connection with these friendships and cultivate a love of sex and a pride in your own sexual perfection, avoiding everything which may have a tendency to injure your

sexual power. Seek especially the type of character adapted to your personality and scientifically analyze their attributes and their relation to your own constitution.

CONSTANCY

Is located on each side of the occiput above amateness, and when large shows the person who desires a union for life with one of the opposite sex. It shows fidelity and is sometimes called conjugality.

These people make the finest husbands or wives for they are always faithful, true, and constant in their affections. When morbid it creates jealousy. Animals who are well developed in this respect, such as the eagle and the lion, take one mate for life, whereas those animals in whom this organ is small, such as the horse, dog, sheep, and so forth, are promiscuous in their instincts. It shows the monogamic spirit and is deficient in all polygamists.

PARENTAL LOVE OR PHILOPROGENITIVENESS

The organ of philoprogenitiveness or parental love as it is often called, is located in the center of the back part of the head, directly above the little bony point or occipital prominence which is often quite distinct, and when large it gives length to the head from the opening of the ear backward and imparts an elongated fullness to the back part of the head.

It is well developed in all who are passionately fond of children and produces the instinctive love of the young. It denotes the genuine father or mother, the mother who loves to cuddle her baby and the nurse who ministers to children. The muscular manifestations of this faculty are exhibited towards an infant in such acts as clasping, fondling, pressing closely, supporting, and carrying. A woman with large philoprogenitiveness takes pleasure in all these forms of exertion towards infants, but especially in tending her own. The latter is, of course, only natural. Women who have small parental love are quite content to bring up their babies on the bottle instead of suckling them, and to leave them entirely in charge of nurses or servants. These people always consider the duties of motherhood a burden, though we are glad to see that the majority consider it a pleasure to care for and be in the society of children.

Male heads are not so prominent in this region as female heads. Men who are well developed in this respect are very indulgent to children and love to make things for them such as toys, carriages, dolls, and so forth. Even in animals this organ is sometimes well developed, and lions, tigers, apes, hawks, and other fierce and treacherous creatures show quite as much parental affection as those who are more docile and mild-tempered.

The lower part of this organ is devoted to the love of

animals and those in whom this section is prominent like to have pets about them, such as dogs, horses, cats, parrots, and so forth. They will cherish and care for these animals and the development of this organ is essential to all cattle breeders, stock farmers, veterinary surgeons, and others interested in animal welfare. Those poorly developed in this direction should cultivate a love of children and pets. Take a lively interest in their welfare and play with them. Instruct the young in all things you know to be good. Extend manifestations of love towards all companionable children and animals. Study child welfare and kindred subjects. When it is perverted it spoils children, by excessive indulgence, pampering, and humoring. Its manifestations should then be restrained.

FRIENDSHIP OR ADHESIVENESS

On each side of philoprogenitiveness we find the organ of friendship, and when large this shows the sociable and friendly person. It asks for fellowship, fraternity, for affection, and seeks all who will respond to it for friendship.

It shows the "mixer," the club man, and should be possessed by all ministers, doctors, politicians, salesmen and all those who come into contact to a great extent with others. An examination of the head of the recluse and hermit will show a marked deficiency in this region.

To cultivate it, study the likes and dislikes of others, join good clubs, attend parties, and fraternal organizations and study the welfare of others. Go into society. Shake hands heartily. Smile when you meet one you have met before and strive to be a good friend. Cultivate enthusiasm and warmth of manner. A person with this organ large knows everybody and everybody knows him. The story of Damon and Pythias is a good illustration of this faculty.

INHABITIVENESS

Located immediately above parental love, it gives fullness to that part of the head and length backward from the ear. This organ is the basis of the home instinct and of patriotism. It makes one fond of the place one is living in and when away from that place, subject to homesickness.

Dr. Spurzheim observed this manifestation and named it Inhabitiveness. There is in most creatures, if not in all, a place-loving affection, a sense of attachment to a particular spot, a sense of ease and enjoyment when in such a place, a feeling of uneasiness when away from it. This fact is illustrated very obviously in some of the lower animals, some of which cling to their homes with marvelous tenacity, and return to the beloved haunts from great distances, and through many dangers and difficulties. To such

creatures, as to man, "There is no place like home," and animals of this inhabitative class are more easily domesticated and made directly useful to man.

When this faculty is poorly developed, it has a tendency to make one desire to roam and travel. Nomadic and wandering tribes such as the Arabs and certain tribes of Indians in America are good illustrations of this fact. They are very poorly developed in inhabitiveness and habitually rove from place to place in search of some imaginary and better locality.

It is a useful faculty for building contractors to have, as it enables them to build homelike homes. People should take a lively interest in everything which pertains to their neighborhood, town, county, state, and country. Locating in one place permanently and cultivating patriotism is an aid to building this faculty. Stay at home and cultivate pride in the home and love of its attachments, in its beauty and adornments, and the sociabilities of the fireside. Invite company to your home and take delight in hospitality, and the excellencies of your home comforts.

CONTINUITY OR CONCENTRATION

This faculty is located below self-esteem and above inhabitiveness. When large it denotes the person who can devote his intellect or confine his feelings to a given subject with patient consecutive application, and is sometimes called concentration.

It makes one finish the thing at hand and shows the man who can continuously apply his mentality to a given subject. If this organ is deficient this man craves variety, seldom completes anything, and usually has several irons in the fire at once. Authors who are deficient in concentration never write long pieces. Their forte is short poems, odes, eulogies, essays, short stories, and so forth.

Charles Dickens and George Eliot both had a marked development of this faculty. The cat and pointer dog are usually well developed in this respect and have the power of continuously watching until the opportune moment for seizing their prey. Large continuity shows the earnest and studious investigator; its weakness the "Jack-of-all-trades." It can be cultivated by practising the art of comprehending connectedness and interruption. Make your work thorough. Telegraphy is an excellent exercise. Practice concentrating your energies upon one subject until completely finished and avoid scattering in work or aimless conversation.

CHAPTER VIII.

HEAD SHAPES

FOR convenience in observing and interpreting certain proportions of the cranium, I have divided the faculties into general classes in a similar manner to the methods employed in dividing the forehead.

In the first story of the forehead, the elements of individuality, form, size, color, weight, order, and number represent the penetrating or perceptive faculties.

In the second story of the forehead the elements of eventuality, locality, language, tune, and time represent the retentive faculties.

Comparison, causality, and wit are in the third story and show the reflective and reasoning powers.

It is no longer necessary to feel the head of anyone for the purpose of studying the localization of the different brain areas.

By classifying the elements according to head shapes the student can easily learn by observation and comparison to determine the predominating faculties.

The shape of the skull shows the proportionate development of all the elements, and we therefore

classify heads according to shapes. Thus: high-head, low head, wide head, narrow head, long head, and short head.

Persons speak of certain people as being high-minded and this shows the one with the high head. This head is high over the temples and over the ears. When a person has a head high in this region it shows the predominance of the organs of human nature, ideality, sublimity, hope, reverence, spirituality, conscientiousness, self-esteem, and approbateness. They are naturally honest, just, proud, religious, ambitious, kind-hearted, aspiring, optimistic, self-controlled, and beauty-loving.

High headed people should seek occupations that demand spiritual, ethical and moral aspirations, such as teaching, medicine, law, and theology. They are the leaders and the foremost in the ranks of all causes. If the head is high over the ears and low over the temples the individual will have an ambition for power and authority, but will lack ethical or spiritual ideals and benevolences.

The head that is high above the temples and low over the ears indicates the person who is kind, spiritual, and religious, but lacking in will-power, self-control, ambition, and pride.

A low head shows the reverse of these characteristics, the individual being materialistic and practical-minded. When the head is low, and full at the base

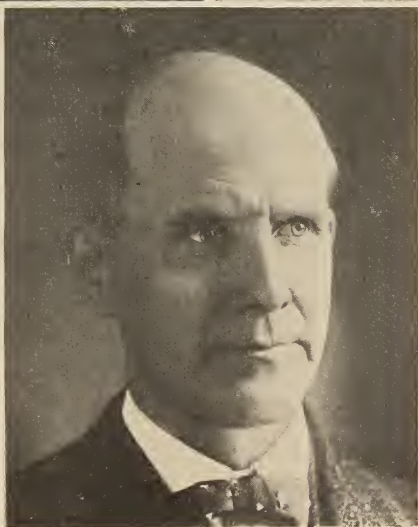
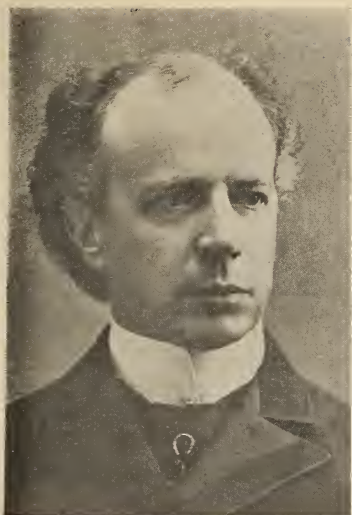


Fig. 17.

EXAMPLES OF HIGH, NARROW HEADS.

SIR WILFRED LAURIER,
Canadian Statesman.

REV. PERCY HALL,
Missionary, South Sea Islands.

EUGENE V. DEBS,
Socialist Presidential Candidate.

of the brain about the eyebrows, ears, and cerebellum the elements in predominance are perception, practicality, alimentiveness, sociability, and parental love. They are more selfish than altruistic, are not interested in high ideals, but are inclined to think more often of themselves and their own material desires.

Long headed people have heads full in the back, prominent in the rear, or long from the ear backwards.

The predominance in these regions shows the large elements of sociability, amativeness, parental love, inhabitiveness, and continuity. The long headed man on account of his domestic faculties and friendliness likes to be with people.

I have never seen a successful politician who did not have a head full and large from the ears backwards.

Salesmanship, social service, journalism, law, medicine, and the ministry offer splendid possibilities to these men.

Due to this large continuity the long headed man can concentrate, and he therefore plans for the future. We often speak of the far-sighted man as being "long-headed."

Short-headed persons are unfriendly and short-sighted. They do not plan for the future or look ahead and are therefore selfish and grasping. Occupations for the short-headed men are art work, accounting, agriculture, athletics, and engineering.

Wide headed animals as the tigers, lions, hawks,

wolves, and bull dogs, are naturally destructive, aggressive, cruel, combative, and secretive.

An examination of the heads of men who are wide headed will show that these men are aggressive, acquisitive, combative, energetic in overcoming obstacles whether they be of a mental or physical nature. They are born fighters. They possess driving energy, strenuous activity, and aggressiveness. They are to be found among generals, explorers, fighters, bridge builders, railroad men, financiers, executives, engineers, and so forth.

Narrow headed individuals are similar in their characteristics to narrow headed animals like the sheep, rabbit, and chicken. They are meek and mild-mannered, lacking energy, aggressiveness, and the hoarding instinct. They usually obtain their desires by using tact, persuasion, and diplomacy instead of using the harsh, aggressive tactics of the wide head.

If they have the other necessary qualifications they are successful as doctors, teachers, artists, ministers, secretaries, writers, draughtsmen, designers, and clerks. They are better off working for others than for themselves. They lack the necessary financial acumen and executive force.

Now remember that *character analysis is a judicial process*. It is possible to tell a good deal about a person from the shape of his head, but this message will not be complete. Wide headed men are active,



Fig. 18.

CRIMINALS AND DEGENERATES.

Note Coarse Texture and Very Low Heads.

energetic, and aggressive, but if this man is troubled with rheumatism or heart trouble he will not have much action or energy. Learn to use all of the variables in judging character. Study all of the indications and pass judgment only upon the completion of the examination.

The individual with a high head is ambitious. How will he pursue his ambitions?

If he is a brunette he will be introspective, quiet, steady, and a specialist.

If he is a blonde, he will be enthusiastic, hopeful, animative, and variety-loving.

The convex person will be quick, keen, alert, practical, and impulsive in the attainment of his desires.

The concave person will be slow, theoretical, plodding, and enduring.

The mental individual is desirous of intellectual superiority; the motive of constructive, physical, or athletic achievements, and the vital aspires to financial, commercial, and executive honors.

The fine textured person has ambition for luxuries, and beautiful and refined surroundings. If the person has large religious elements his ambitions will be along spiritual lines. If the first story of his forehead is well developed his ambition will lead him to take an interest in scientific studies. A large development of the second story of the forehead shows the person whose ambitions lead him to literary and historical

pursuits. A large third story shows that he is desirous of philosophic honors.

There are many other outside factors to be considered, such as climate, training, environment, associates. There are many other points that we can also observe in the individual. How is his physical condition or health, and how does he express himself in his voice, manner, gestures, appearance, personality, handshake, writing, and so forth?

CHAPTER IX.

HEALTH AND EXPRESSION

So far the student has been taught to consider healthy people. I made a statement in one of the previous chapters that "Size of the brain, *other things being equal*, determines the measure of power." In considering size of the brain we must also take into consideration such things as age, temperament, education, and texture, besides the health of the individual. Eye-strain, indigestion, or any other poor condition of the body, may modify all indications and the character analyst must be prepared to detect all these from their outward signs. Even neatness and cleanliness show their traits, and in this chapter the student will be taught to note the mental and physical habits and their effects upon the health and character of the individual.

A large and healthy body is very important to the support of the brain. Occasionally, we find a large brain with a weak body; it is like a large engine with a small boiler. This is one of the reasons why mental prodigies die so young. All of the blood and vitality is consumed in nourishing their large brain and they

succumb in a short time. On the other hand, we sometimes find a man of very fine quality of organization with a medium brain and he manifests more talent or character with that active brain than many another man with a dull nature though he may have a larger brain. The sluggish brain is rapidly overtaken by the man with the facile intellect.

It is not the purpose of this work to give a professional treatise on the subject of physiology, yet it is quite essential that the character analyst should learn to recognize the signs of health and disease and to advise regarding their treatment.

All of the signs can readily be noted in the face and in this respect the countenance is a veritable mirror. The brain, stomach, kidneys, lungs, and heart all have their facial polarities. If the lungs are strong and the digestion weak, the physiognomy will indicate it and vice versa, and any disease of the system will always be detected in the face by the practised observer.

Nervous disorders are shown by excessive mental development, combined with twitching, staring, exceedingly bright, or on the other hand very dull eyes; also in the trembling hands and fingers and nails. These people should avoid mental strain, intellectual work, and worry. Rest, relaxation, or light physical work of an outdoor nature are the obvious remedies.

The organs of generation or sexuality are shown principally by the neck, and when it is strong, well

developed and graceful in outline, it shows a corresponding condition of the sexual organs. When the upper lip shows length from the nose downward, and is strong and full; when the beard and moustache is full and well developed, the reproductive power may be said to be strong. However, the presence of a beard or hair on the face of a female is a very poor indication and shows a weak generative function. A scrawny neck, weak, straggling beard, and a small upper lip are signs that the function of generation is poorly developed.

Elimination or depuration of waste matter in the system is one of the most important hygienic functions, and is effected principally through the skin, though the bowels, lungs, and kidneys also perform a great part of this work. It is estimated that the skin has over seven million sweat glands, and the skin is therefore the principal source of purification and is known to throw out more impurities than any other organ of the body. By noting its color, we determine whether the blood is in good condition. If the whites of the eyes are clear, the skin ruddy and clean, and the finger nails showing the pink underneath, we may assume that the elimination is good, and that these people are naturally healthy and optimistic; for elimination of waste matter is one of the prime requisites of good health.

Many people suffer from lack of depuration and

this condition is indicated by a muddy, sallow complexion, pimples, blackheads, liver spots, and other discolorations. This condition can easily be remedied by proper daily bathing, sun and air baths, and rubbing, friction, and Turkish baths. Electrical massage will also be found of great benefit. Outdoor exercise is exceedingly beneficial, and one of the finest cures for a patient of this nature is to walk about in bare feet and thereby come in contact with Mother Earth. This allows the restrained magnetism and perspiration generated in the body to escape. Country boys who walk about with bare feet are noted for the clearness of their skin, and it is also a fact that they never suffer sunstroke, for the magnetism generated by the sun is immediately released through the bare soles of the feet into the earth, on the same principle that a lightning rod works.

A glass of hot water should be taken upon rising in the morning by all suffering from eliminative disorders. This will stimulate the action of the excretory functions, and the individual should drink at least six glasses of water daily. Fruits and other laxative foods should form a large part of the diet. In many cases abdominal and bending exercises are highly efficacious. The digestive function or the faculty of alimentiveness has its physiognomical pole in the mouth and in the middle of the cheeks opposite the molar teeth. If the mouth is large and wholesome in appearance, the teeth

good, the tongue free from bilious coating, the secretions copious, and the saliva flowing freely, then the digestion is surely good. Another sign of great value is the width or fulness of the cheeks on a line with the mouth. When this region of the face is full and round, it indicates a naturally good nutrition, assimilation, and digestion. This individual has vitality and recuperative power and can do a tremendous amount of mental and physical labor.

When the cheeks are hollow or sunken at this point and accompanied by dryness of the mouth, we observe the constitutional dyspeptic. It often accompanies the mental temperament and the digestive pole is frequently deficient on the faces of students and literary men. This condition is caused by their confining sedentary occupation, lack of exercise and overtaxation of the brain at the expense of the other vital organs. These people are oftentimes grouchy, irritable, impatient, cynical, and discontented. Only strict adherence to the laws of diet and exercise can remedy this fault.

Circulation is indicated by a strong heart and has its facial pole in the chin. Pugilists consider an opponent's chin as a vulnerable point, for a blow properly administered upon this member will temporarily paralyze the muscles of the heart. A large broad chin indicates a strong heart and circulatory system, animal power, endurance, and virility. A weak chin is a sign of slow circulation and feeble passions. Animals which

have weak circulation (fishes, reptiles, and so forth) have small chins, while warm-blooded animals have correspondingly large chins. When the circulation is poor, as indicated by a narrow, weak, and retreating chin, the person's extremities—hands, feet, fingers, nails, palms, lips, ears, and so forth, are always cold and pallid in color. Such persons are an easy prey to diseases and cannot withstand the cold. They are timid and afraid. Those having a strong and well developed chin react quickly against such emotions as fear and are notably enduring and courageous. Firemen, soldiers, policemen, aviators, and others leading active, dangerous careers, are determined, persistent, persevering, and all exhibit the strong, well-rounded chin.

Alternate hot and cold baths with active exercise will cultivate good circulation. Persons who are weak in this respect should avoid spices, intoxicants, and smoking. They need to observe every possible means of exercising action of the heart. Cheerful entertainments, lively companionship, and optimistic literature, will help to a great extent.

The function of observation is performed by the eyes and its strength is noted by their size, brightness, and width or fullness. If the eyes are large, well formed, and lustrous, and the face wide in this region, it indicates that observation is a strong function.

Respiration is evidenced by the capacity of the lungs

and its facial pole is shown by the nose. When the nostrils are wide and the nose long and high bridged, we may assume that the person consumes a great quantity of oxygen. The individual is active, energetic, aggressive, and combative. Narrow, pinched nostrils and a small development of the nose is good evidence of a predisposition to consumption, pneumonia, bronchitis, and catarrh, and it also indicates deficient energy and lazy or shallow breathing.

Respiration is a function easily strengthened and easily abused. Open air work, open air sleeping, deep breathing (with the use of the abdominal muscles), will develop a person's chest and strengthen this important constitutional member. Other good aids are singing, speaking, dancing, running, tennis, and any healthy outdoor exercise.

We cannot lay too much stress upon the importance of deep and systematic breathing, not only for its physical benefits, but for its psychical assets, in the increase in optimism, force, executiveness, ambition, cheerfulness, and general mental efficiency. The following breathing exercise is probably superior to any other: When you rise in the morning and before you are completely clothed, go to the open window where you can feel the fresh air. Expel all the air from your lungs until your chest sinks and your shoulders curve to the front. Then inhale the fresh air through the nostrils until the lungs are almost full, then take

an additional gulp of air through the mouth, and hold the breath for a moment or two; then slowly exhale through the mouth every bit of air in the lungs. Wait ten seconds and repeat. Do this three or four mornings each week and note the result.

Herbert N. Casson the journalist gives a splendid analogy between the value of deep breathing and the breathing of iron into steel. He says, "Thirty-nine years ago, when the Bessemer converter was invented, the age of steel began. Perhaps no other invention has done so much to influence our civilization as this Bessemer converter.

"It is a great iron, brick-lined vessel in which cast iron is made into steel. From 10 to 15 tons of molten cast iron are poured into it, and then from 200 little holes in the bottom of the vessel a strong current of air is forced up into the mass of liquid metal. As the air rushes into the converter, it makes the iron almost twice as hot as it was before. All the waste matter is burned up. The silicon, sulphur, carbon, and so forth, are destroyed by the fierce heat and nothing but steel remains. The great mass of molten metal hisses and roars like a living thing in pain the moment that the air is pumped into it. Showers of sparks fly from its mouth. A column of white fire breaks from it, as if it were a volcano in eruption. Such is a Bessemer converter—the fiercest and most strenuous of all the inventions of man. It is simply a blast furnace that

breathes. One long, deep breath and the iron is iron no longer. It is the finest and best of steel."

You can never forget how steel is made if you remember this, that you are in a certain sense a Bessemer converter yourself. Whenever you take a deep breath, you are burning up the waste matter in your body.

The air that you take into your lungs is changing bad blood, it burns up the poisonous matter just as the air forced into the converter burns up the silicon, sulphur, and carbon. There is more difference between your blood before and after it has been through the lungs than there is between cast iron and the steel.

A Bessemer converter must have plenty of air, and pure air. If the air from some sweatshop or basement bakery were pumped into the converter, the result would be a very poor quality of steel.

The tens of thousands who die from consumption and pneumonia might save their lives if they would remember that their lungs are made on the same plan as a Bessemer converter. Nothing but plenty of pure air can make either healthy human beings or good steel.

Whether we are like cast iron or like steel depends the body in the lung furnace. You can easily test this upon whether or not we burn up the waste matter of by taking fifteen or twenty long breaths of fresh air. At once you will feel warmer and your head will be almost giddy with the swift circulation of new blood.

PHYSIOGNOMY ANALYZED

Evolution and comparative anatomy scientifically demonstrate the cause and effect of all physiognomical signs in all animals. Combined with anthropology, it does the same for human beings. Every characteristic and trait possessed by a human being is the result of his heredity and environment working in co-ordination with the laws of evolution.

Giraffes have long necks for the reason that the long-necked giraffe could easily reach his natural food which was located in the trees and thereby survived, while the shorter necked animals died off. Flying fish have wings in order to help them escape from their enemies.

Each and every one of our faculties and functions is cultivated and nourished by exercise and if any of these organs are neglected they become atrophied by age and finally disappear entirely. As proof of this we may cite a few instances. Our arms are shorter than those of our ancestors, the cave-men and anthropoid apes, and we are also minus a tail, yet a physician or surgeon will prove to us that the remains of this appendage are still visible at the lower extremity of the spinal column. Yet apes or monkeys cannot reason, criticise, or sing, though they have developed parts of their brain such as sociability, love of children, combativeness, and so forth.



Fig. 19.

CHAMP CLARK.

A good example of the all around man with a slight
predominance of the mental element.

Every action and every thought leaves its impression upon the brain and physical structure, and as the face is the mirror of the mind, all the passions, feelings, and ideas are reflected by the features. Each time that we indulge in the luxuries of grief, anger, passion, or any other tempest, we trace a line and the furrow becomes greater as we accentuate the effects, and so, in time, our features assume the impression and retain it, betraying to all who observe our besetting habits and tastes.

Notwithstanding the injunction of the proverb, we DO "judge by appearance." The character of all things whether it be man, animal, vegetable, or mineral is judged by its appearance, color, size, texture, temperament, proportion, and physiognomy. We judge scenery by the features, weather by the color of the sky, wood by its texture, animals by their appearance, and fruits or flowers by their color. Man is also judged in accordance with these natural laws. People say that "appearances are often deceitful," but Nature never deceives us. It is *our powers of observation that are deceptive*. Faces never lie and truth triumphs over every deceit and disguise.

The author once asked a well-known cattle man in Wyoming if he could tell the vicious horse. "Certainly I can—at a glance, sir," he answered confidently. He then asked him if he could tell a vicious man at a glance, but after scratching his head for a moment, he

admitted rather sadly that he didn't think he could. This man is a typical example of the members of the human race; the men who know all about the war, politics, sports, and nothing at all about their business associates, partners, wives, children, or employees; the women who are conversant with the fashions of the day, but who cannot analyze their husbands' mentality, their merchants' honesty, or the occupations their children ought to follow.

Hypocrites, confidence men, and fakirs are skillful in deceiving the ordinary individual, but the character analyst, the master of human science, penetrates their thin disguises and easily "weighs the man." He who reads character by observation of color, form, quality, condition, and proportion of the head, body, and features, can never be deceived. No surgeon can increase the size of the chin, develop the mouth, or make a lean man appear fat. No cosmetic can change the color of the eyes or the quality of the skin and hair. No one can change the size or shape of his nose. No maniac can wear the expression of a sane man, and no sick man can look well.

THE NOSE

Napoleon Bonaparte chose large-nosed men for his generals, and as we look about us we note that large noses indicate wide air passages to the lungs. A large

nose, hooked or ridged near the root, high in the bridge, with deep capacious nostrils, will indicate the individual with active lungs and inherently powerful respiration. This produces the energetic individual and often accompanies the motive temperament. This type of nose indicates aggressiveness, force, strength, courage, power, and persistence, and can be seen on the photographs of generals, pugilists, warriors, explorers, engineers, and orators. It is oftentimes called the Roman nose and it indicates a martial spirit, decision, love of argument, and resistance. This Roman or motive nose can be seen in the portraits of Caesar, Napoleon, Sherman, Dewey, Lee, Lincoln, Grant, Wellington, and the American Indian. It is the nose of the conqueror and represents the characteristics of the motive temperament. By examining the other indications of character we note the direction which this force takes; whether it be mental, physical, or vital. (See Von Hindenberg's nose.)

Broad noses indicate the vital temperament, great strength of constitution, hearty animal passions, along with selfishness; for broad noses, broad shoulders, broad heads, and large animal organs go together. Persons with this trait have large lungs and vital organs. They love ease and pleasure, have good executive and financial ability, practicality and commercial instinct, and other characteristics of the vital temperament. In the savage races inhabiting the

tropical countries, the noses are all broad and short, as there is less oxygen in warm air and they are therefore compelled to breathe in larger quantities of air in order to extract the same amount of oxygen from it. Races inhabiting the colder portions of the earth have longer noses in order that the air may be warmed in its passage through the nasal tubes before entering the lungs.

Long, sharp, pointed noses indicate mentality, and most frequently accompany the mental temperament. It is often called the Grecian or artistic nose and signifies a quick, clear, nervous, and penetrating mind. It is a symmetrical, finely formed, straight nose, and represents a harmonious character, love of art, culture, refinement, and intelligence, as seen in Milton, Byron, Goethe, Stevenson, and Shelley.

Acquisitiveness is shown by the commercial or Jewish nose, which needs but little illustration, and may be seen in the Rothschilds, Astors, Vanderbilts, Morgan, Schiff, and Strauss. The author while traveling in the East noticed it largely developed in Egyptian, Jewish, Arabian, and Syrian traders. The ridge or hook is not quite so high as in the Roman noses but much wider. It signifies shrewdness, worldly wisdom, and energy in saving and amassing property. The celestial nose is the interrogating nose and shows inquisitiveness. In shape it is concave, forming an inward curve from the root to the tip, not quite so short and turned up as the

snub nose, and just the opposite of the Jewish nose. It is found in children, and who asks more questions than a child? It also denotes high, lofty aspirations, wit and cleverness, but weak energy, a desire to lean upon others, and slowness in action.

The confirmed snub or baby nose will be found among the lowest strata of society, such as the Africans, Aborigines, South Sea Islanders, and most of the inhabitants of the Orient who are ignorant, worthless, low, and indolent. It shows a lack of firmness, self-esteem, energy, and combativeness. Great men and good women, executives, and leaders with true snub noses are the exception rather than the rule. Socrates had a snub nose, but he had a remarkable brain power to counteract its influence. As a general rule, wide noses go with wide chests and denote latent energy. Long noses, high in the bridge show active energy.

THE EYE

What intelligent person will doubt that the eye manifests the condition of both the mind and body? Does it not kindle with anger, sparkle with laughter, and melt with sorrow? Is it not dull in ignorance, bright in youthfulness, soft and tender in love, inflamed in anger, and lusterless in disease?

Dark eyes usually accompany the brunette temperament and indicate strong passions and great intensity

of mind. They denote affection, strength and toughness of constitution. Dark eyed persons manifest a keen and acute intellect. Light eyes, the blue and grey, usually accompany the blond temperament and show intelligence, animation, positiveness, and agreeableness. Those with light eyes are more active, more susceptible, possess splendid refinement, but are not over-sensitive.

We have already spoken of the eye as the sign of language, for its prominence shows good linguistic ability, fluency of speech, and the conversationalist. Large eyes see more than small eyes, and are found in persons of great penetration, while eyes that are far apart see further than those that are close together. Large eyes also indicate great activity, vivaciousness, and liveliness. This trait is also evidenced in animals and insects to wit: rabbits, squirrels, cats, mice, sheep, and goats have very large eyes and are very spry and active, while the elephant, pig, and rhinoceros have small eyes and are slow and inactive. Sharp, quick-motioned eyes show a corresponding character, while large, deep, and slow eyes show the thoughtful and uniform temperament.

If they are too large the impressions received will be vague and uncertain, leading sometimes to mysticism and day dreams. Eyes that are small generally attend to details and make a quick survey of even the smallest and minutest arrangement of things.

Very large eyes, wide open and conspicuous, indicate credulity, innocence, awe, or fear. Reserve, secretiveness, cunning, deceit, selfishness, greed, and sensuality all tend partly to close the eye. It seems that these people understand their own natures and try to hide these characteristics from those who wish to see into the "windows of the soul." Long eyes show greater penetration, more thought and mental acumen than round eyes, which are found in children who talk more than they think. The reason for this is obvious. As soon as a person begins to think, the eyes are partially closed. We do not think with our eyes wide open, but by training our eyes upon our mind, so to speak.

The facial pole of the organ of conjugality or constancy is also located in the eye and is shown by large vertical measurement between the lids, which denotes connubial love and fidelity. When the individual's love is polygamous or the affections vacillating, the commissure or opening between the lids is narrow or almond shaped as can be observed in the eyes of Brigham Young, the Mormon polygamist, and Emperor Franz Joseph of Austria.

One of the most trustworthy signs of honesty is the eyes. A man who partly closes and shifts his eyes from side to side and who seldom focuses them directly upon your own, everywhere arouses distrust. There are some men, of course, who are conscious of this

weakness, and who make heroic attempts to overcome it; in this case, however, the glance instead of being friendly, direct, and frank, becomes usually a brazen stare. The expert analyst can immediately detect the true from the false. Do not be in a hurry to pronounce a man as dishonest because he has this kind of an eye. Look for other indications such as a roof shaped head, stealthy, secretive walk, lack of candor, secretively closed hands, suspicious manner, and so forth. There are many on the other hand who cannot look one in the eye, not because they are dishonest or deceitful, but because they are diffident. However, this quality shows itself, not in rapid shifting of the eyes, but in a tendency to drop the eyelids. Men and women of this temperament behave like bashful children, a quality that is by no means a sign of a weak or dishonest nature. In certain circumstances, such a person is decidedly useful and refreshing. When lines run from the side of the eye they denote mirthfulness, cheerfulness, and humor, for laughter pushes the cheeks, the outer corner of the lips, and corners of the eyes upward.

Weak eyebrows, are found on persons with phlegmatic temperament and denote debility and weakness, while strong, angular, thick, and waving eyebrows indicate firmness, activity, and energy.

Eyebrows that are high or remote from the eyes show the thoughtless, volatile character and are never

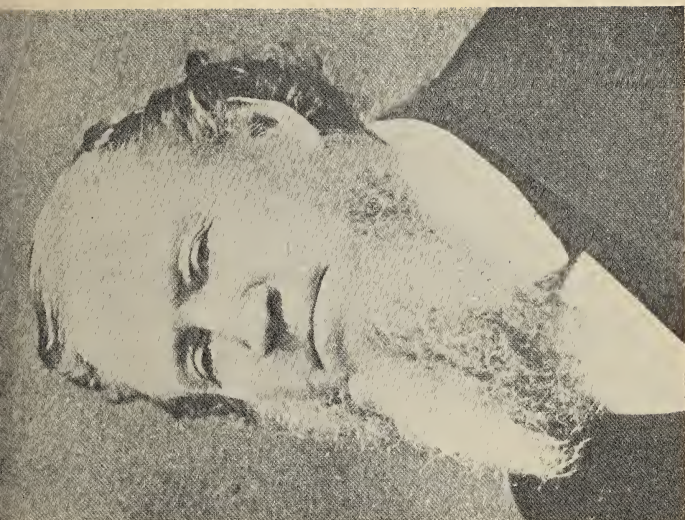


Fig. 20.

NOTE THE POLYGAMOUS EYES.

EMPEROR FRANZ JOSEPH.

BRIGHAM YOUNG.

the confines of the brows of thinkers or men of fortitude. Webster, Darwin, Schiller, Bryant, and Scott had eyebrows that closely overshadowed the eye, proof of profound wisdom, and the closer the eyebrows are to the eyes the more earnest, thoughtful, and firm will the character be found. Eyebrows meeting in the center are frequently found on honest, amiable, and worthy people, but it often evidences a wry spirit and a troubled, suspicious mind. As in other parts of the human system, texture is easily noted in the eyebrows, and when rough and coarse they indicate a gross, coarse, irregular character and usually accompany coarse and hard quality. Delicate eyebrows show the sensitive mind and often are found in the mental temperament. Arched eyebrows show artistic taste, refinement, and delicacy, and are feminine in character. Straight eyebrows show the character that is businesslike, stern, and masculine.

THE EAR

Ears can also be judged by their color, form, texture, structure, and so forth.

Thus, mental ears are wide at the top and come to a point at the bottom. They denote intelligence, love of books, studies, and philosophies.

The motive ear is broad across the central part with a tendency toward squareness. Persons with these

ears show a capacity for active, outdoor, executive work.

Vital people have the base of the ear greatly developed and this shows that the nutritive, health-giving, vital organs predominate.

J. A. Fowler, in an able and brief summary of the ear, says, "Had we no other guide to indicate a refined or coarse type of character besides an illustration of the ear, we should be able to indicate very closely the amount of refinement, or the lack of it, expressed in the individual. A refined ear has symmetrical curves and few angles, as though it were divinely made, instead of chilled by the interception of man's passions or ambitions.

"Nature has expressly stamped a coarse ear upon individuals who lack refinement and culture. The skin is coarse, the curves are irregular, the angles are prominent, and vulgarity is seen in every part of this delicate feature."

In a word, then, long ears indicate tenacity; large ears, a plodder; small ears, delicacy; large orifices, receptacles for much sound; small orifices are adapted to sensitive and delicate sounds. Ears standing out from the head indicate executiveness and expression of character; ears lying close to the head indicate reticence of character. Ears large at the top indicate aspiration, comprehensiveness, and liberality; ears large at the bottom indicate long life.

People with long ears are content to hear about things in general, make a wholesale survey of a subject, and deal in a general business; persons with small ears desire to know the details of an affair, to see and examine things closely, to do nice work, to be artistic and finish things carefully. Large ears monopolize over small eyes in gaining information. Such persons tell what they have heard. People with large eyes and small ears tell what they have seen, and they learn mostly by seeing. Elephants, and all large eared animals, are guided by what their ears tell them, while animals with small ears are guided by their instinct or sense of sound.

THE MOUTH, LIPS, AND CHIN

We now come to the mouth—one of the most accurate and positive indexes of character study. Unconsciously the student of human nature judges character more by the mouth than any other feature of the face. What the mouth is, so is the man. Lips that are firm, indicate a firm, resolute character; while weak lips bespeak a weak and vacillating character. In a mouth where lips are scarcely visible and look like a straight line, we find coldness, self-control, order, precision, and industry. If the ends of the mouth are drawn, we discover pretension, affectation, and often malice and cruelty. Drooping of the mouth shows the "sour," irritable, fault-finding, cynical person. Raised

angles show kindness, mirthfulness, patience, tolerance, and love. Lips that are fleshy are accompanied by a sensual or indolent character. Lips that are naturally well proportioned and delineated, and close without restraint indicate discretion, firmness, reserve, and decision of character. A mouth where the lips part slightly betokens candidness and frankness in character.

The well-known physiognomist, Lavater, once wrote: "The wisest and best men have well proportioned upper and under lips, evenly developed and full. Every eloquent man has lips at least moderately full. Large mouths indicate more character," says he, "than small ones, but very large always denote a gross, sensual and sometimes a stupid and wicked person. A calm, uncontracted, unconstrained mouth, with well proportioned lips, with a mild, tender, easily movable, fine-lined, not too sharply pointed forehead, should be revered as sacred. A mild overhanging upper lip generally signifies goodness; well defined, large and proportionate lips, the middle line of which is equally serpentine on both sides and easy to be drawn, are never seen in a bad or common countenance."

Lips are also the facial emblems of taste and appetite. Thick lips have a greater capacity for taste than narrow lips and when very large they indicate

the glutton. The African negro has coarse, thick lips and is well known for his gustativeness.

The facial sign for amateness is also located in the middle portion of the lips and when this is full and well developed it indicates an amative and loving disposition and a desire to partake of affection. But when the lips are excessively large, it denotes a perversion of this faculty and is the sign of sensuality and licentiousness, while a deficiency in this region signifies an unaffectionate and cold disposition. A short upper lip shows the person who is vain, loves approbation, and can therefore be flattered. It is frequently found in actors and actresses. Never flatter a man with a long upper lip. If in addition to being long, the upper lip is also full, between the nose and the red part of the lip the indication is one not only of the person who objects to praise, but it also shows force, determination, resistance, and obstinacy. The faculty of destructiveness is indicated by the width of the face in the region of the molars and another good sign of this organ is the prominence of the cheek bones. This corresponds to the size of the skull over the ears where the cranial faculty of executiveness is located. Indians and Maori savages have large cheek bones, and correspondingly large destructiveness.

Regarding the expression of the mouth, Delšarte gives these indications. "Abandon or suspense—lips slightly parted. Firmness—lips closely shut. Aston-

ishment—lips completely apart. Grief—lips slightly apart, corners of mouth depressed. Discontent—lips closely shut, corners of mouth depressed. Horror—lips completely apart, corners of mouth depressed. Joy—lips slightly apart, corners of the mouth raised. Approval—lips closely shut, corners of mouth raised. Hilarity, laughter—lips completely apart, corners raised.”

We have already discussed the chin and its physiological value in a previous lesson; strong chin, strong heart action, and so forth. A strong chin also denotes strong affections and where the chin is weak the manifestations of love will also be weak.

Indented chins are usually found in a man, and show strong parental love and a desire to be loved. In women it is usually the sign of the coquette.

A double chin denotes love of food, economy, thrift, inactivity, and is usually found in bankers, financiers, and purveyors of food. Benjamin Franklin had this trait well marked and his maxims and writings illustrate his ideas regarding economy and frugality.

THE HAIR AND WRINKLES

The hair of a person contributes its aid in helping us to diagnose character. Abundance of hair signifies good animal strength, virility, and functional power; a thin growth, weak constitutional strength. We have

already discussed the hair in relation to its color and quality. Coarse hair is found only on persons with a coarse, rough, make-up body, and characterizes a corresponding, rough, unpolished, uncouth, and unrefined mind; it also indicates physical power and endurance. Indians, cowboys, savages, and barbarians possess strong, coarse hair, and people of this type are best contented with rough, hard work employing their physical capabilities. They are unfit by nature for mental, close, or sedentary occupations. Animals that have the coarsest hair are always the most powerful and the fiercest; witness the lion, bear, and tiger. Fine hair indicates culture, sensitiveness, and is usually found in writers, poets, teachers, and others of the mental temperament. Fine-haired animals are usually gentle, tame, and most intelligent, as the deer, horse, hare, dog, beaver, and so forth. They do not possess the great physical power of the coarse black-haired animals.

Black, straight, stiff hair indicates great application and a strong, patient, character. Curly hair shows the curly disposition, vivacious, snappy, changeable, impulsive, and variety-loving. Long hair denotes eccentricity. Red hair is a sign of ardor, passion, and quickness of temper. Auburn hair denotes delicacy and refinement, and in cultured persons it indicates fine moral and intellectual susceptibilities.

Wrinkles also aid us in the study of human nature,

and habitual expressions stamp their imprint upon the features of every person. Where an individual has no wrinkles, it indicates poor mental energy and few experiences, as in new-born babes.

Lines running upward in the middle of the space between the eyebrows are indicative of persons suffering from astigmatism, and are also supposed to be a sign of justice. Lines made by the muscles surrounding the eyes indicate a love of truth, and the wrinkles curving downward from the outward corner of the eye indicate mirthfulness and a love of fun and laughter. Deep angular wrinkles indicate mental worry and irritability, and lines running parallel across the upper part of the forehead indicate an active intellect and clearness of thought.

LAUGHTER AND THE VOICE

Laughter and talking also tell their tale to the student of human nature, as a little study of these manifestations will show. No one ever listened to a pleasing, gentle, sweet, and refined voice from a rough, uncultured looking fellow. Whoever heard an ignorant sing sweetly, a ruffian orate eloquently, or a brutal mind converse pleasingly? Famous actors, vocalists, and orators all have cultured voices and polished refined organizations. Contrast the voice of

the miser with that of the benevolent philanthropist, the professional pugilist with the teacher, the brutal with the humane, the sensual with the virtuous, and the healthy with the sick.

Affectation, bravado, dandiness, culture, suavity, clearness, harshness, and almost every trait of the human race is reflected in the tone of the voice, and the astute observer will not have any difficulty in noting these effects. The high pitched voice always emanates from highly-strung individuals and shows nervous tension and often coldness. Low voices denote vitality, self-control, warmth, and feeling. The volume of the tone is also an important factor, almost as important as the quality. A weak or thin voice denotes deficient vital force, and a soft toned individual always shows controlled energy. The loud voiced person has unrefined energy. In laughter also we see the evidence of character analysis.

Each temperament has its special voice, and if a person is in the next room and the walls are thin, his temperamental character is revealed by his voice.

The vital temperament has a full, round, cheerful voice and accompanies a short, plump stature.

The motive temperament has a strong, low, but loud voice, and the person is tall, angular, and muscular in stature.

The mental temperament has a thin and high-keyed voice, which is generally nervous and vibratory and

accompanies a person who has a medium stature, large brain, and small features.

Generally speaking a loud laugh signifies power, a weak laugh weakness; a gentle laugh gentleness. A laugh that is hearty and shakes the sides indicates a generous, whole-souled, resolute character. A laugh suppressed or muffled signifies a person of self-control and sometimes indicates large secretiveness and the cunning character, while an outbursting spontaneous laugh denotes dandiness, sincerity of character, and lack of policy and self-control. A person with a short, giggling laugh, if forceful and loud, does everything in a forceful and speedy manner; but if the laugh is without force his energy is weak. A person who laughs loudly and then tapers off starts in all things with a spurt, but lacks continuity and soon slacks up, and vice versa.

AN ANALYSIS OF GRAPHOLOGY

Hand-writing is an accurate chronicle of nerve vibration produced by muscular action. On account of the close connection between the brain and the hand, plus nerve movement, it has been established that it is possible to translate into words the true significance of strokes in combination. Like a fever chart, it registers the entire man—temperament, disposition, and traits.

There is no question regarding the practicality and

importance of studying the handwriting of a person, for amongst other indications, a man's writing shows his expertness with a pen. While this is not always essential, yet, well trained fingers show at least latent ability to handle small tools of any kind, and where clerical work is the occupation sought for, handwriting becomes an important factor. Neatness, spelling, education, and so forth, are all reflected by the art of graphology, and the rapidity with which one writes will indicate to some degree one's quickness of thought. Even the signature of a person on a cheque unconsciously aids in our task. This detail should not escape the analyst's attention. Does he part his name in the middle? Does he write it out in full? Is it J. R. Wilson, James Randolph Wilson, James R. Wilson, or J. Randolph Wilson? Is it too much to say that the first method indicates carelessness, the second pomposity, the third simplicity, the last a certain degree of vanity?

Handwriting that is ascending and slopes upward shows the hopeful, optimistic, ambitious individual of the blonde type Clifford Howard in his able book called "Graphology," says: "In addition to the qualities of optimism and buoyancy of spirit, the writer of ascending lines usually possesses ambition and determination to succeed. He never feels satisfied with what he has accomplished, for there is always more he wants to do and more he feels capable of accomplish-

ing. He is constantly pushing ahead. He has ideals and aspirations. He always has something to which to look forward. He thinks more of the future than he does of the past.

"When the upward slope is very marked it shows exaggerated ambition. Such a writer is more ambitious than practical. He is likely to be visionary and to have extravagant aspirations."

The handwriting that descends or runs downward usually accompanies the brunette temperament and manifests the characteristics of the brunette. It denotes a lack of initiative, and cynicism. Such writers are apt to be pessimistic. It takes but very little to discourage them. It sometimes happens that the writing of those who usually write in straight lines will have a downward tendency. This is always a sign of depression, weariness, weakness, or ill health; a diminution of vitality. It is not an easy matter for one who is sick to write in a straight line. The writing will be either uneven or droop.

Sharp or angular letters show the characteristics of the masculine convex person. Howard again says, "Angular writing always indicates activity. It is associated with nervous, quick, and energetic dispositions. It betokens a person of mental alertness and physical restlessness."

Writers of an angular hand are natural workers. They are not happy unless their brains or hands are

busy. Whatever they do is done with energy or enthusiasm. Their tastes turn to the practical affairs of life, and they have a natural aptitude for work requiring manual skill.

They are apt to be emphatic, precise, positive, and aggressive. They are generally self-reliant and industrious.

Round, oval letters are usually formed by the feminine concave type and show somewhat similar characteristics. These writers are fond of pleasure, the beauties, the comforts, and the luxuries of the world. They are not naturally industrious or speedy. Their natures are more or less passive. They are usually patient, calm, good-natured, and kind-hearted, and their natural desire is to go through life as easily and comfortably as possible; hence they are careful to avoid all unnecessary burdens.

Nearly all handwritings have the forward slope, varying from the almost vertical to an exaggerated slant. Ninety per cent. of all who use a pen write a forward hand. It may readily be seen, therefore, that, taking this as a style by itself, it can have but little individual significance, since it is employed so universally.

At the same time, however, it has its signification, as distinguished from the vertical and the back hands. Broadly speaking, it indicates a personality in which the emotions, the feelings, the sympathies, constitute

the natural governing element. It shows susceptibility to sentiment. The natural tendency of a writer of a forward hand is to be guided by his impulses.

The more the writing slopes to the right the more predominating are the emotions and the impulses as controlling factors in the personality of the writer.

The writers of the vertical hand are not so readily susceptible to the influences of their environment or their emotions as are those who write a forward hand. Their natures are not necessarily calmer or more evenly balanced, but they endeavor to conduct themselves more deliberately. Judgment and reason and self-interest enter into their motives and into their actions. They are not apt to become very enthusiastic, nor are they inclined to be ardent in their attachments. Whatever they do is tempered with self-restraint and deliberation.

Reason and self-interest are the governing motives of those who write back-hand. While sentimentality or susceptibility to sentiment is not lacking in these writers, it is rarely permitted to influence their actions or their decisions, if it is likely to interfere with their comfort or plans.

Back-hand writers are natural reasoners and schemers. Their personal interests come first in the decision of all questions. Their sympathies are held in check. They do not often have very deep or lasting

affections. They think more of themselves than they do of anybody else.

People who carefully cross their t's and dot the i's are always accurate, patient, and careful. Closely scribbled pages show the parsimonious saving person, whereas generous spacing shows the benevolent and generous character.

Careless, slipshod, blotted, and erased writing is indicative of a careless, untidy character. A person whose handwriting is changeable and in all directions is changeable and inconstant.

The person who writes a neat, straight, even, careful, precise, and accurate letter will exhibit those characteristics.

Frankness, candidness, and open-mindedness are shown by the person who leaves his a's and o's and d's open. If on the other hand they are all carefully closed it indicates more caution and secretiveness.

THE HANDSHAKE

The man that greets us with a pumphandle shake of the hand, though it may show sincerity, firmness, and affection, still betrays his coarseness and ignorance. The weak man gives us a weak, flabby hand and repels us with its clammy coldness. When shaking hands with this person you often think of a hospital or a tomb and such people possess a cold nature. Con-

trary to popular belief, cold hands do not signify a warm heart, for cold extremities show a poor circulation, a feeble pulse, and if anything a weak heart. The hand and heart clasp is a form that always wins our admiration and friendship. It is firm, elastic, steady, warm, open, and frank, and shows life, warmth, ardor, energy, and vigor.

Just as the cold hand indicates a deficiency in emotion and ardor, so the hot hand indicates an excess.

The individual whose hand is usually hot, either dry or moist, is passionate, emotional, hot-headed. The hard crushing handshake shows cruelty, driving energy, lack of consideration, and harshness, whereas a soft, limp handshake signifies the sensitive, lukewarm, impressionable, and tender-hearted. We can easily detect the snobbish, unresponsive, finger handshake, the artistic salute, the insincere, effusive, or clinging handshake, and as in other indications, a little observation of a man's manner of shaking hands shows his culture, refinement, suavity, politeness, friendship, love, esteem, and it is especially characteristic of his social disposition.

These are of course but slight indications of character. By themselves they may mean little, but when combined with other indications, they prove themselves of great usefulness. There is probably no single human act which more completely discloses energy, weakness, frankness, or deceit than the handshake. Shaking

hands is a splendid exercise for the purpose of judging fineness or coarseness of texture, hardness or softness of consistency, and warmth or coldness.

THE WALK

The walk of a man is peculiarly expressive of his character, and every person manifests his individuality in his gait. How frequently we recognize people by their walk or the sound of their footsteps. An interesting occupation is to station yourself at some vantage point near a busy thoroughfare and observe closely the walk and carriage of people as they pass and you will notice how expressive of real character is the gait. A quick, firm tread indicates alertness and decision, a scurrying, rapid, and somewhat shuffling gait betrays the braggart—the man who is attempting to force himself ahead by virtue of a bold front. On the other hand, a slow, deliberate, and surefooted stride usually expresses the corresponding mental qualities.

The style of a man's walk corresponds with the attitude of his mind. If self-esteem is well developed, he will walk in a stately and dignified manner and the point of his chin will be raised. The man with large cautiousness is careful in his walk and rarely stumbles. If approbateness is excessive, vanity will be manifest and the individual will sometimes put his fingers in the

armholes of his vest; when secretiveness and acquisitiveness are ruling propensities, the walk will be quiet and sly, like that of a fox. The profound philosopher with his large mental development has a somewhat serious attitude and his walk is leisurely and without much force.

When the walk is full of energy and the arms swinging, we note the push-right-through faculty. Such men have large combativeness, destructiveness, pluck, courage, and love of competition. This was the walk of the late President Roosevelt and he, says J. A. Fowler, "walks with quite a stride, indicating decision, executiveness, and force of character. The heel appears to be well dug into the pavement, and the toe is the last part of the foot to reach the ground, showing that he does not want to take chances about a thing that he intends to accomplish, and so plunges deep into the sidewalk or carpet, wherever he happens to be walking. He has no mincing step that hesitates and falters, but has the walk of a Caesar."

We often observe a walk that is slipshod, slovenly, dragging, shuffling, and loose jointed, without action or power. Such an individual has but little character and will never become a success.

Individuals who are slow, easy, and take their time, will think, act, and live as they walk; while persons with a fast, rapid stride have an analogous character. Submission is shown in the slave's walk, pride in the

walk of the aristocrat, and power in the stride of the strong; and as in other indications the walk will be found to correspond with the character of the individual.

THE CLOTHES

A man's clothes are likewise eloquent not only of his financial condition, and previous successes, but of his character, though I think there has been too much emphasis laid upon this point by the ordinary writers who only judge superficially. However, the attire tells us whether a man is neat, clean, careless, extravagant, economical, or vain. Selfish people are usually dressed well, even luxuriously; the man of refinement shows it in his well-fitting, carefully brushed attire. Vanity is shown by highly colored, extreme apparel. Prudence is shown by desirable, conservative, sombre clothing. On the other hand, carelessness of dress may be merely an indication of character so energetic and vital, as in the famous Gladstone, that it never gives a thought as to how it is clothed.

AN ANALYSIS OF PALMISTRY

Temperament and character can also be judged by the hand and I have found it an absolutely reliable index. It is unfortunate for the practise of the "science of Palmistry" that it has been so mixed up

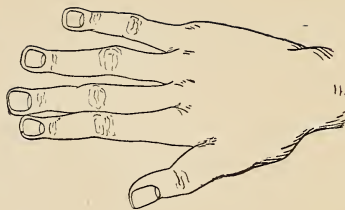
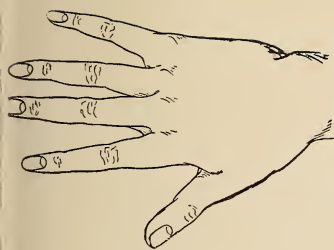
with soothsaying, astrology, fortune-telling, and other superstitious and fraudulent practises that it fell into disrepute. The sciences of phrenology, physiognomy, and graphology have suffered in a similar manner at the hands of charlatans, quacks, and mountebanks.

During the last century, however, sincere and earnest students of the hand have come forward, as in the case of Dr. William G. Benham, author of "The Laws of Scientific Hand Reading," and with the development of the scientific spirit has come accurate knowledge and remarkable progress.

It is impossible for the writer to dwell upon the hand in detail, but his purpose will be accomplished if the student is stimulated towards further research on his own initiative. The space is too limited for an exhaustive treatise on any one indication of character and the earnest reader can pursue his investigations along the lines suggested.

Structure can be judged by the shape of the hand. When the hand is short, round and plump, and well padded with flesh, it denotes the vital temperament, shows practicality, executiveness, commercial instinct, and alimentiveness. Square, large, bony, hard hands show the motive temperament, and its taste for mechanical and physical labor. Long, slender, delicate, and refined hands show mentality, detail ability, intelligence, and artistic ability.

Another most significant division of the hand



The Conic Hand.
The Spatulate Hand.

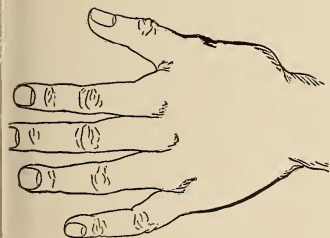
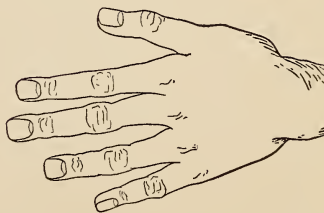


Fig. 21.
HANDS.
The Elementary Hand.
The Philosophic Hand.



The Psychic Hand.
The Square Hand.

according to structure is into elementary, square, spatulate, psychic, philosophic, and conical. Those hands not found in any of these types are referred to as "mixed" hands, which denotes a combination of the others.

The psychic, or idealistic hand, is recognized by the long, delicately formed, slender palm, and long, smooth, tapering, conical fingers with pink, almond-shaped nails. The skin is white, the palm soft. Such is the hand of the poet, the actor, the artist, the dreamer of dreams. They have refined, artistic natures and suffer greatly if brought into contact with that which is not pleasing to the senses. As a rule, the possessor of such a hand is anything but practical, having no conception of order and discipline. This type of hand should not be given physical work.

In the conic, or emotional hand, we find a type slightly shorter and a little broader than the psychic type. In the conic hand we find smooth and slightly tapering fingers with nails curved. The palm is soft, and possessors of such hands have natures that are impulsive, emotional, artistic, sympathetic, refined, cultured, generous, and sentimental. Loving comfort and ease, they more often than not fail to carry out excellent ideas along artistic lines. When we find a firm, resistant thumb on such a hand, it indicates favorable opportunities for success in art, music, or the stage. If the thumb is weak and flexible, however, indolence

and sensuality may be pronounced. The conic hand is so called because the fingers are long and pointed like a cone, or triangular in appearance.

The philosophic, or knotted type of hand, is larger and more developed than the foregoing types and the joints are rather bony. The finger tips are just between the square and conic with long, well defined nails. The thumb accompanying such a hand should be large, long and firm. Possessors of the philosophic hand are independent thinkers, ruled by reason or logic rather than sentiment or emotion. They are tactful, discreet, diplomatic, studious, exacting, honest, and undemonstrative.

The square, or practical hand, is firm, medium sized, and squarely shaped. The finger nails are not long and are rather square in shape. The thumb of such a hand is firm and large. The owners of such a hand are characterized by persistence, industry, practicality, and tenacity. The love of law, equilibrium, and order is supreme with them. Being punctual and precise they abhor lackadaisical, shiftless habits. They have a strong domestic instinct, loving home and home surroundings. In fact, the square hand or useful hand belongs to the bread winners of the race. They have great mechanical and commercial talents, are usually successful in business and develop into teachers and lawyers. The square hand of fine quality indicates

strength of will, love of natural sciences with ability in the direction of mechanics and physics.

The spatulate, or active hand, is really an exaggerated form of the square hand, being broad at the base, firm in texture, and having long, well developed fingers with blunt, paddle-shaped, broad ends. The possessor of these hands may be regarded as fond of action and motion, energetic in manner and disposition, and possessing a great resolution, which in an exaggerated form of the spatulate hand becomes tyrannical. Owners of the spatulate hand are brilliant, self-confident, and original. They are fond of animals and out-door sports and are attracted to children. The spatulate type of hand is to be found among successful navigators, globe-trotters, explorers, inventors, engineers, and men of action.

The elementary hand has a thick, hard palm, short clubbed thumb, and short, stiff, and stout fingers. It is poorly formed, often misshaped, dull, listless, coarse, and stupid looking. The possessors of such hands are not gifted mentally, acting from instinct rather than reason. This elementary type of hand may be found in the far north, among the primitive and savage, or among the lower classes of Slavs or Tartars. They work in grooves, lacking ambition, at such employment as unskilled manual labor. So long as they obtain the bare necessities of life, enough to eat and wear, and a place to sleep, they are satisfied and do not aspire to

better their lots. They are sometimes violent in temper, but are neither brave nor resourceful. This hand represents the lowest type of humanity and modifications of this hand may often be found in the lower classes of all countries. Idiots usually have short fingers with large palms.

In the "mixed" hand we find a combination of all types. It is often noted in this hand that one finger may be spatulate, while another may be conic or square. Such hands belong to people who have the reputation of being adaptable, possessing a general fund of information and capable of conferring great blessings upon their fellow men.

The color of the hand is important and should be noted in the palms. The dead white hand is seen in the case of those suffering from anaemia, under-nourishment, lowered vitality, tuberculosis, and heart weakness. The extremely white hands of unchanging color and which are uninfluenced by outdoor temperature will show the egotistical, cold, selfish, and unsympathetic mind, lacking in warmth, enthusiasm, and life. Pink hands denote a buoyant, hopeful, normal, sympathetic, vivacious person. When the blood is over abundant in quantity it gives us the red hand and naturally this is an indication of ardor and intensity. These are flaming, excessively vigorous, extreme, radical, strenuous, tempestuous, and often violent people. A dark tinted, yellowish skin implies

that some of the bile has not been excreted from the liver and the brownish-yellow pigment thus left is deposited in the hands, skin, and eyes.

A very soft hand invariably belongs to the quiet, indolent person who is more nervous, imaginative, and impressionable than his more firm-handed neighbor. The hard hand will show great physical activity on the part of the possessor, and often selfishness and stupidity. A very hairy hand in a man will disclose physical strength, vitality, love of luxury, and a sensuous nature. Hair growing on the hand of a woman shows her to be of a masculine and somewhat common disposition.

The sensitiveness of the pads on the inside of the tips of the fingers denotes the quality of the sense of touch. Even from the various shapes of nails and the manner in which they are connected with the fingers and thumb, we are able to trace distinction of character in the individual.

Little, short, round nails about which the skin grows closely would denote an irritable, critical, argumentative, fault-finding nature. If all other features of a hand upon which such nails grow are favorable, we would describe the character of the individual as possessing a love of contradiction, skepticism, and criticism.

A very long and narrow, curved nail shows the

person who is timid, fearful, cowardly, and lacking in moral strength and character.

Wide nails indicate physical strength, courage, and endurance.

People who have long medium wide nails are artistic and idealistic. They are calm, peaceful, beauty-loving, and usually require considerable cause before they lose their tempers.

In the study of finger tips we find a great similarity to our studies of the hand. The more pointed the tips, the more idealistic the individual, the broader the tips, the more practical and possessed of common sense the individual.

The spatulate tips show energy, activity, and practical judgment. Square tips demand regularity, order, system, punctuality, and utility. Conical fingers are artistic, sentimental, impulsive, quick, and intuitive. Pointed or psychic fingers are idealistic, inspirational, visionary, and dreamy.

The thumb is much stronger than any of the fingers, and it is interesting to note that of all animal creations man is the only creature who uses the thumb in action separate from the rest of the fingers. The ape places the thumb in connection with the fingers in using the hand, while the man invariably uses the thumb independently. The short and poorly formed thumb of the chimpanzee is perhaps the nearest approach to the human thumb in the animal world.

The thumb signifies the degree of reason and will power possessed by the owner. A normally proportioned thumb denotes good will-power, a sound logic, and reasoning abilities.

Dr. Blackford says, "The thumb of the newborn child whose individuality and will-power have not yet begun to develop is folded in the palm and covered with the fingers. Idiots, especially congenital idiots and imbeciles, have small, undeveloped thumbs oft-times carried in the palm of the hand. Severe illness, apoplexy, epilepsy, paralysis, and other diseases which affect the will also cause the collapse of the thumb."

A very large thumb invariably indicates a strong, energetic will-power and force of reason, while a short thumb is an indication of a weak will and lack of reasoning power or energy. People possessing abnormally long thumbs also possess greater power of analysis and are more progressive in their nature as well as more venutresome.

A flat, thin thumb indicates nervous weakness or brain disorder. A flexible thumb which turns easily backward invariably marks the individuals who are not only extravagant in habits and ideas, but in money as well. They are sentimental, versatile, generous, and popular socially, being what the world calls "good fellows." They forgive quickly, never harboring a grudge, and are demonstrative in affections.

Quite the opposite to this type of thumb is the firm,

straight, resistant thumb, which denotes that the owner possesses will-power to a remarkable degree, and persistence and determination in carrying out his ideas. This thumb represents the serious, practical natures, dependable and loyal. The hands of George Washington and Gladstone were of this type.

The thumb which is slightly curved but still firm represents the happy medium between conservatism and extravagance. Such types are generous without being spendthrifts, and their impulses are under the control of judgment and reason. The hand of Sir Thomas Lipton well illustrates this type.

It is always necessary in reading character from the hand to compare the thumb with other indications, to note if the person possesses sufficient reasoning powers and the stamina and executive power to persist in pursuing success.

The thumb's position in relation to the hand will give a fund of information about the owner. If the thumb does not cling closely to the fingers, but is rather apart by itself, it denotes a free, generous nature, sometimes approaching extravagance. On the other hand, a thumb which sets closely to the side of the hand, denotes that its possessor is conservative, secretive, close, and cautious. A long thumb of this type denotes shrewdness in judgment. The hand of Mr. Rockefeller represents this type.

When the thumb is high set as well as small and lies

close to the hand, the thumb approaches nearest that of the monkey and this indicates lack of intelligence and character, though the individual may possess animal cunning and shrewdness. On the other hand, the low set thumb indicates reason, sympathy, judgment, generosity, common sense, and determination.

People who have long fingers delight in details, if extremely long, they are apt to worry over trifles. These people are particular, careful, neat, slow, exact, and can be found among watchmakers, accountants, engravers, compositors, mechanical or detail workers. Lecturers and preachers who have long fingers are generally tiresome to listen to, on account of the "long drawn out" sermons or lectures they deliver.

People possessing short fingers are impulsive, have quick perceptions, and regard all subjects en masse rather than in detail. They are impatient with the small things, careless, and come quickly to the point. Short, thick fingers denote an acute, clever mind, which too often tends to dissimulation. Fat fingers indicate a love of idleness, while fingers that are very lean disclose a searching investigating mind, detail ability, and simple tastes.

Smooth fingers denote a facility for conception and quick action, as well as an inclination toward art—artistic taste. The possessors, too, are usually of the nervous and sanguine temperament, and all persons possessing such fingers judge by inspiration, intentions,

premonition, or at first sight without waiting to investigate.

The knotty finger, which means a finger with enlarged joints, indicates the maturer qualities of mind, and especially reason, judgment, deliberation, investigation, research, and a habit of analyzing all things.

Crooked and badly formed fingers indicate inclinations toward evil unless such deformity is caused by disease.

FUNDAMENTALS

We have gone to some length in explaining the *many indications* of character analysis, for everything a man does, says, thinks, or feels is due to the character of his environment, vibrating upon the plasma of his heredity. Our surroundings, when analyzed, prove to be a mass of vibrations playing upon ourselves and upon one another. From the towering mountain of granite to the delicate petal of the dainty flower, nothing in the universe is ever still. Motion is the everlasting law of nature, and the careful student of human psychology soon learns to read the signs that are made by the impact of these countless vibrations, as one reads the pages of an open book.

As explained in the first chapter, everything about a man has an effect upon his character: the home in which he lives, his hobbies, the manner in which he spends his spare time, the vocation he has adopted, the

schools wherein he has been taught, his attentions to his wife and children, the friends he cultivates, the books and newspapers he reads, and so forth. Perhaps he reads nothing but the yellow journals. Dr. Blackford goes on to tell us that the particular newspaper or magazine he reads shows his intellectual tastes about as clearly as anything can. "When you open a paper what do you read?" is a question that leads directly into one's innermost mind. One man strikes first the sporting pages, another first for the stock quotations, and another first for the editorials. There are people whose only real journalistic enthusiasm is the advertising section. Some subjects at once show that they read only for amusement—popular novels. Others, even men applying for humble positions, go in for history, biology, sociology, even philosophy or science. A man who spends his spare time poring over books dealing with mechanics, agriculture, shop practice, electricity, efficiency methods, and so forth, has tendencies that in a large industrial establishment may be turned to useful account. Again the question naturally arises, is he doing anything to better his position in life? Does he try to improve himself through the medium of correspondence courses, evening classes, lectures and the like?

Many students of character analysis imagine that they have discovered contradictions to the laws expounded, but these discrepancies are only apparent and

disappear under the light of scientific observation. They are always due to the ignorance of the observer who tries to judge from only one or two indications. In studying human nature, we must take into consideration everything about the man; if there are any contradictions to be discovered they will be found in the man. We cannot judge character from texture alone, or from color or head shape, for they all must be combined to give us the complete message.

For example, a man may be blonde in color and this would indicate that this man is active. All blondes, however, are not active. We must go further and note whether he has a convex form, a high bridged nose, elastic consistency, pink hands, medium or small size, wide head, good health, and so forth. Thus you see the manner of judging one quality. Then again his structure, texture, and head shape will tell us in what direction this energy will manifest itself. The mental man may become the energetic sales manager, the motive man, the hustling foreman, and the vital will be the active financier of the same firm.

At a lecture one night, the author explained the phenomena of pigmentation in the skin and its relation to climatic conditions, showing that the blonde-convex-nosed type was better adapted for working in a cold climate, than the brunette-concave-nosed type. One of the audience—a man who happened to be a manager in a cold storage plant objected to this statement,

saying that an employee of his who was of the blonde type, found it difficult to work in the freezing plant on account of the extreme cold. Subsequently an examination disclosed the fact that the overseer was right, but he forgot to mention that the worker had a weak retreating chin denoting poor circulation and deficient heart action. The author quickly detected the "apparent contradiction" and advised that a change be made.

The author also was acquainted with a young man who seemed to display great talent along the lines of acting and imitating. Somehow or other he failed to attain success in his line and he came to the writer for examination. The analysis quickly showed the man's talents and then disclosed the fact that he was a dyspeptic and subject to disorders of the stomach. A sound mind cannot rest upon a weak constitution, and after making some suggestions regarding the natural treatment of this ailment the applicant was dismissed with instructions regarding dieting, abdominal exercise, bathing, and so forth. In a short time the obstacles to his success were removed and he bids fair to become one of our prominent moving picture actors.

Another instance of an "apparent contradiction" was discovered by the author while stopping in Dalton, Georgia. A prominent real estate man from the north migrated to this city upon the advice of friends who predicted a great success for him, as other real estate

men in that territory were having splendid results, but in a short time his acquaintances were surprised to hear that he had filed his petition of bankruptcy and that he and his wife were both taken very ill. When the author met them they were in a sad plight, and but a slight diagnosis was sufficient to show what the difficulties were. This man was of the blonde, convex, and vital type; his wife of the blonde, concave temperament. The climatic conditions of this part of America were diametrically opposed to the temperaments of these individuals, for the heat generated by the blonde coming into contact with the heat generated by the sun caused them to suffer from general debility, neurasthenia, inefficiency, laziness, and sundry organic disorders. The author suggested a change to a northern and colder climate and they decided to act upon his advice. The man to-day is smiling, and contented, his eyes sparkling, his demeanor cheerful and optimistic, both he and his wife are now healthy, energetic, and active. He seems to be doing a prosperous business—at least he is happier to-day. They moved to Seattle, Washington.

I might say that the laws of the study of human nature, as in all the other sciences, do not admit of any exception.

It is true that in some rare cases, like those of Herbert Spencer and Alexander Pope, men may win success by the force of extraordinary genius in spite



Fig. 22.

HERBERT HOOVER.

A good example of the all around man with a slight
predominance of the vital element.

of ill-health or physical disability. Such cases, however, are very unusual and for all ordinary cases it is substantially true that health is essential to success, and must be cultivated and safeguarded with the greatest care, as a fundamental requisite for bodily or mental achievement and the attainment of success and happiness. Knowledge of and obedience to the laws of hygiene will pay bigger dividends than any other equal investment of time and effort. Healthy people invariably radiate an atmosphere of enthusiasm, cheerfulness, optimism, and activity, and the opposite is noticed in the unfortunate who is not blessed with a good sound body and brain.

Recognizing the importance of this doctrine, modern institutions now maintain medical staffs to insure the safeguarding of their workers. Sound health is practically the author's first requirement in considering an applicant for any position.

Honesty is the second requisite or fundamental, though it is also true that a certain appearance of success may be obtained without a full equipment of honesty. The burglar, the maker and vendor of quack medicines and adulterated foods, the man engaged in the organized traffic for the manufacture of drunkards, the gambler, the commercial pirate who captures the wealth of others by means of railroad rebates and other unlawful advantages, the political pirate who corrupts our government for plunder—such men may

secure the sham success, the pretence of prosperity that comes with the mere possession of money; but they cannot attain a real and lasting success, for that is beyond the reach of dishonesty. Dishonesty and untruthfulness go hand in hand and it is utterly out of the question to hire a man for any trustworthy position who is not just, conscientious, and honest.

The third requirement is intelligence. By this we do not mean that it is essential for the applicant to have a college education, but it does mean that he have at least sufficient knowledge to understand his work, and to follow instructions. Of course, the greater the amount of intelligence possessed by the individual the greater in proportion will be his chances for success.

Last, but not least, comes industry. The lazy man has but small hope of achieving fame or fortune in the modern commercial and professional world. A lack of industry may be due to some physical or mental defect and this should be noted by the vocational expert.

A man may possess any three of these and still be lacking in the fourth. This would practically disqualify him from holding any position of importance, though many minor jobs are filled by these men.

Besides these qualifications, if the position is technical, the man must have the necessary training and knowledge.

CHAPTER X.

EMPLOYMENT MANAGEMENT

THIS is the modern age of efficiency, and he to whom the science of efficiency does not appeal will find that there are others who pass him by in the race for the goal of success. Efficiency is the watchword of the day, and its cry has been heard even in the homes of the poorer classes, and where the candle once reigned supreme, we now find the oil lamp. This has also been superseded by gas, and now we find this wonderful discovery again being displaced by the master of them all—electricity.

Despite the marvelous advances that have been made in the industrial world, despite the countless inventions that have come to benefit mankind, despite the social and intellectual advances made by man in the last century, human efficiency, the adaptation of man to his natural environment, the study of the proper vocation that a youth ought to follow, the proper understanding of our fellowmen, all remain blank pages.

Instead of striving for and choosing *the* job the average young man or woman looks for a job, regardless of the fact that no step in-life, unless it may be

the choice of a husband or a wife, is more important than the choice of a vocation. The wise selection of the business, profession, trade, or occupation to which one's life is to be devoted, and the development of full efficiency in the chosen field are matters of the deepest moment to young people when entering on a career. These vital problems should be solved in a careful, scientific way, with due regard to each person's attributes, abilities, ambitions, resources, and limitations, and the relations of these elements to the conditions of success in the different industries.

If a boy takes up a line of work to which he is adapted, he will achieve far greater success than if he drifts into an industry for which he is not fitted. An occupation out of harmony with the worker's attributes and capacities means inefficiency, unenthusiastic and perhaps distasteful labor, and low pay; for he never rises to any heights in that employment; while an occupation in harmony with the nature of the man means enthusiasm, love of work, efficient service, and good pay. If a young man chooses his vocation so that his best abilities and ideas will be united with his daily work, he has laid the foundation of success and happiness. But, if his best abilities are separated from his daily work or do not find in it fair scope and opportunity for exercise and development, if his occupation is merely a means of making a living, and the work he loves to do is sidetracked into the evening

hours, or pushed out of his life altogether, *he will be only a fraction of the man he ought to be.*

Efficiency and success are largely dependent on adaptation. The law of survival of the fittest will be found to systematically operate in the study of human nature. The very secret of life, of power, is adaptation. Fit yourself into the great complex and mysterious system of the universe, bring your life into harmony with all the powers around you; don't struggle against them, but join with them. Unite your force with theirs, and you can and will win. Fitted into your place, you are a part of the great whole—an essential part; perhaps, for all you know, a part of wonderful importance. Outside, you are worse than useless—a hindrance, grit in the machine, a clog on the whole concern.

A man could not possibly get good results if he used his cow to draw his carriage, or his horse for dairy purposes; yet the difference of adaptability in that case is no more emphatic than the differences in the aptitudes, capacities, powers and adaptabilities of human beings.

We guide our boys and girls to some extent through school, then drop them into this complex world to sink or swim as the case may be. Yet there is no part of life where the need for guidance is more emphatic than in the stage from school to work, the choice of a vocation, adequate preparation for it, and the attain-

ment of efficiency and success. The building of a career is quite as difficult a problem as building a house, yet few ever sit down with a pencil and paper or obtain expert information and counsel to plan a working career and deal with this life problem scientifically, as they would deal with the problems of building a house, taking the advice of an architect to help them.

Boys generally drift into some line of work by chance, proximity, or uninformed selection and often spend some of the best years of their life in stunted inactivity of some particular faculty. The high percentage of inefficiency and change experienced by many employers in their working force, and the cost it entails in employment expense, waste of training and low grade service, is largely due to the haphazard way in which young men and women drift into employments with little or no regard to adaptability and without any adequate preparation or definite aim or well-considered plan to ensure success.

Arthur F. Sheldon well says, "The university of the future, yes, the commercial schools of the future will be equipped with human nature analysts who can read the pupil when he enters, determine his natural bent, discern the success qualities for that vocation in which he is lacking and prescribe the mental nourishment and use needed."

Professor Parsons says, "Every young person needs

all the information and assistance he can get. He needs counsel. He needs a vocational counsellor. He needs careful and systematic help by experienced minds in making this greatest decision of his life."

It would take volumes to recount all the unhappiness and misery caused by the unwise selection of vocations. We cannot estimate the loss incurred to humanity through the stifling of genius. Unsound advice, parental objections, false ambitions, mental weaknesses, and necessity have driven many a promising career on the rocks to disaster. All history and biography speak of the near failure of some of the world's greatest benefactors.

Shakespeare said, "There comes a tide in the affairs of men, which, taken at the flood, leads on to fame and fortune." This 'tide,' as the tides of the sea, comes to every man, every day of his life, and he must educate himself to grasp these opportunities as they occur. I have no patience with the man who believes that opportunity knocks but once and no more. "Shallow men," says Emerson, "believe in luck, strong men in cause and effect." The man who is always complaining of his hard luck and his lack of opportunity should be shunned as a moral leper, for he may contaminate you with his pessimistic tales, his incessant failures, and his negative qualities.

In the United States wonderful advances have been made in this study of human science. Individuals and

large industrial corporations are fast adopting the principles of this science in order to further carry on their business in an efficient manner. One of the largest agricultural implement manufacturing establishments in the world now hires all its employees by the character analysis method. Letters of recommendation and credentials hold very little value to the employment supervisor of this establishment for all applicants for position are judged according to their color, form, structure, health, texture, and other manifestations of character. Another organization has proved the value of character analysis in its outcome by pointing to the fact that since the adoption of scientific methods, only two per cent. change in personnel has occurred. Before this method of hiring the employees was installed the changes in personnel of staff amounted to twenty-four per cent. Firms of repute who use this modern method of hiring employees are the Scott-Tissue Paper Co., The Baker-Vawter Co., Westinghouse Brake Co., the Larkin Co., and many others.

In the modern industrial establishments, scientific methods and efficiency are making gigantic strides. Standardization, motion study, and progressive ideas have served to improve methods to such an extent that the results have proved nothing short of astounding. We know of firms who have tripled their output by applying scientific principles to their methods of pro-

duction; and they have not only increased their profits, but they have also raised the standard for their employees. These employees have had their wages increased, are working less hours and under better conditions of labor than ever before.

One of the startling results of scientific management is recorded in the Ford plant at Detroit, Michigan. The minimum wage paid in this great industrial institution is five dollars per day, to the astonishment of laymen and financiers.

Despite the pessimistic predictions made by outsiders, labor records show that since this wage increase went into effect, the cost of producing each Ford automobile has been appreciably reduced, and the feeling permeating the atmosphere of this plant is one of harmony, cheerfulness, and enthusiasm. The good will of their employees is one of the greatest assets of the Ford management.

It is the motto at the Ford plant that it is better and cheaper to fit than fire. The foremen of this company do not have the authority to fire a man. They may effect his transfer to another department, but they cannot discharge him. In fact, Dean Marquis of the Ford organization says that the best way they have found to hold down labor turnover is by shifting men again and again until they find the job to which they are fitted. As evidence that this company practices

what it preaches, it has discharged only five men so far this year out of a force of forty thousand.

Progress has taught the efficiency engineer, the employer, and the layman, that the greatest factor in any institution is the *human element*, and we are now turning our attentions to this problem, its intricacies and its solution.

The average worker loathes his occupation, does as little as he can for as much as he can get, and the discontent caused by this lack of harmony is one of the principal reasons for low wages, unemployment, strikes and lockouts, with their attendant miseries. The employer, on the other hand, is also dissatisfied with his lot, and is continually wrathful over such problems as wage increase, losses, risks, credits, and so forth. The employer does not understand how to scientifically hire competent men, and the present day "hit and miss method" of employing compels him to put round pegs into square holes to his own detriment, and to the misfortune of the employee. The average young men or women do not know the occupations they are naturally adapted for, and usually take the first position that comes their way. They may eventually be able to acquire a good income, but the author is safe in asserting that ninety per cent. of the population do not arrive at this stage. Some individuals enter an occupation for no other reason than that there is nothing else in view, or that it involves the least expenditure of

energy. Others may be compelled to accept positions through financial misfortunes, whereas they ought to be continuing their education in order to follow a professional career. Still others go into different lines of industry for sentimental reasons. Many who apply for clerical situations remain ordinary clerks all their lives simply for the reason that their parents and friends would look down upon them if they entered some mechanical vocation.

The average executive does not understand character analysis, and the result is that hiring men is purely a question of luck. If he is fortunate, he engages a man who proves satisfactory, but this rarely occurs, and he goes through the same process of "hiring and firing" until he is satisfied or loses patience. Again we have known foremen and petty supervisors to discharge men who would have become valuable assets in other departments of the same concern. If a man proves to be worthless as a bookkeeper, it does not necessarily follow that his engagement should be terminated. He may prove exceedingly valuable in the sales department, as an inspector, as a cashier, in the shipping room, or in other spheres of activity controlled by the firm. We have also known these self-same executives to hire men on recommendations that are usually valueless guides, who also discharge men for some petty reason, such as political or religious differences, to make room for a favorite friend, to create

jobs, to accept bribes for placing men, and other similar reasons.

A twelve million dollar concern of Cleveland, Ohio, manufacturing a well-known office appliance, estimates that it costs them sixty-five dollars to hire and discharge an ordinary machinist who proves unsatisfactory, and over three hundred and fifty dollars to engage, train, and discharge an incompetent salesman. At a recent meeting of thirty sales managers, it was agreed that the average cost of hiring and training a salesman is three hundred dollars. In fact we cannot estimate the enormous losses and wastage due to the present unscientific and inefficient method of selecting and assigning employees.

Arthur Newcomb in a recent article in the "Business Philosopher" says, "I know of one house that spent ninety thousand dollars 'trying out' candidates for a sales force of twenty-five men. This is thirty-six hundred dollars for each man finally hired. And it does not take into account the losses incurred on account of the blunders and inefficiency of those who failed to make good. I know of another house that has already spent one hundred and fifty thousand dollars on a force of sixty men and is still far from the end. Meanwhile their business is suffering from misfit representatives and much valuable territory is still unoccupied."

The day is rapidly approaching when every sales

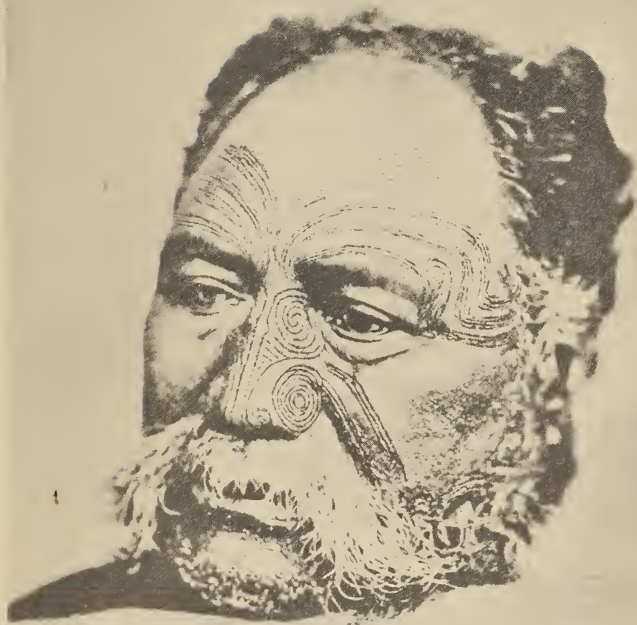


Fig. 23.

MAORI CHIEF.

Brunette, convex upper, concave lower, vital, coarse textured, high, roof-shaped, wide, round head, prominent eyes, long, high bridged nose. Cruel, destructive, aggressive, cunning, good speaker, reverential, vulgar. A famous warrior.

manager will either be an expert character analyst, or retain one on his staff. The head of one of the largest corporations in America recently said, after an examination of the science of character analysis, "*If we had had an expert in this science on our staff for the last five years, we could have saved five million dollars.*"

When we consider the enormous losses incurred by some firms in their labor turnover, the result is nothing short of the astounding. The necessary advertising, hiring, and training expenses increase in ratio with the quality of the job and the number of men tried out. It will readily be seen that the advertising and investigating expense, the time of the executive who engages the man, the office and bookkeeping work entailed, the time of the foreman or skilled worker in training the applicant, the amount of material spoiled, the low grade of the product produced, the time necessary to discharge the unsatisfactory one and repeat the process, constitutes a significant factor. When we consider what value a satisfactory man could have produced during this period, the expense incurred amounts to an appreciable sum.

Yet during one year 1,657 employees were hired and 1571 discharged in nine paper box factories in order to keep up a working force averaging 792, according to the New York State Factory Investigating Commission. Mr. Employer, have you visualized your

own employment figures? Do similar conditions exist in your plant?

The author was recently retained by the firm of Laidlaw Leeds, Merchants, New Zealand, as Employment Supervisor. This is perhaps the largest mail order house south of the equator, employing nearly three hundred men and women. Despite the fact that this firm possessed every known mechanical contrivance for the elimination of loss and increase of efficiency, the method of employment was crude, unscientific, and wasteful. Their records, previous to the writer's assignment, showed a forty-eight per cent. labor turnover every year. Think of the enormous loss incurred by the management in "hiring and firing" such a large number of incompetents. And so we come again to the problem of finding the right man for the job.

Purchasing departments of great commercial and industrial institutions maintain laboratories for the determination with mathematical exactitude of the qualification and fitness to requirements of all kinds of materials, tools, and equipment. Yet, the purchase of labor, the human element, *the most important factor of them all*, is left to chance and guess-work.

Functionalized or centralized employment departments managed by capable character analysts or vocational experts are the only solution to the problem.

The purpose of such a department will be to classify

and organize all the knowledge to be gained about every factor in the problem.

The first thing to do is to learn everything possible about the work to be done—the job to be filled. Is it mental or physical work? Is it heavy or light, executive or subordinate? Does it require manual skill, capacity for detail, strength, patience, friendliness, courage, creative imagination, financial ability, artistic talent, speed, accuracy, tact, optimism, firmness, concentration, or any combination of these and many other qualities?

The next step is to obtain information about the environment in which the work is to be done. Is it indoor or outdoor work, clean or dirty, dangerous or safe, lonely or among people, short hours or long hours, and is the boss a leader, a driver, a teacher, or a team captain? What else is there in the environment which will affect the choice of men to fit it?

Now when you know these things about the job and its environment, you are ready to analyze applicants to find the man who by character, aptitudes, and training is best qualified to fill it. This analysis is made by observing, interpreting, and understanding the ways in which each man differs from all others physically and mentally, as explained in the foregoing chapters.

The first step in this direction is the establishment of the centralized employment department; getting away from the old "hit and miss" methods, and making a

study and a specialty of employment matters. The ideal employment department cannot be developed in a week or a month. The present success of the machines and methods is the result of long study, experiment, and hard labor, and the perfection of workmanship will now require the same efforts. The superintendent foreman who does the "hiring and firing" under the old system, cannot have time to attend to his regular duties, and still give to the selection of employees the time and attention deserved. The employment "clerk" of to-day is giving way to the Personnel Manager—the Employment Supervisor of to-morrow.

The immense economic loss in actual dollars and cents, due to promiscuous methods, has been completely demonstrated and needs no further argument. We have yet to hear of a single manufacturing establishment which has installed a central employment department that has not found it a great improvement over any other system of employment. Such a department offers practical methods of reducing to a minimum the employment of the "misfit," the employment of the mentally and physically unfit, the losing of the trained employee, and many other evils of the old system.

The functions of the employment bureau vary greatly, of course, with the size, policy, and specific needs of the concern for which it acts. The following general plan will perhaps cover some of the most im-

portant services such a department, and such a department *only*, can render its employers :

1. To make a careful analysis of all the positions in the organization, as to their requirements and environment, and the personality of the executive in charge of them.

2. To secure, by advertising and other standard methods, an adequate supply of desirable applicants, analyze them, and keep in this way a reserved list.

3. Upon requisition from the heads of departments, to recommend for employment those best fitted for the work to be done.

4. Upon requests from heads of departments, to analyze employees already in the service, and where found necessary, to recommend their re-assignment to positions which they will more efficiently fill.

5. Upon request of heads of departments, to examine all cases of inefficiency, insubordination, and unfitness in general, and when re-assignment cannot be made advantageously, to sever the connection of the individual with the organization.

6. In co-operation with heads of departments, to furnish worthy individuals for understudies of all men in important positions.

7. To hear all complaints of employees and executives, and to adjust differences between executives, employees, and fellow employees.

8. Upon request of heads of departments, to recommend worthy employees for promotion and increases of pay.

9. The keeping of adequate records of the performance of each employee, on a basis of all relations of the organization with him.

10. In co-operation with heads of departments and the management, to fix and adjust rates of pay, bonuses, premiums, and other matters pertaining to the compensation of employees.

11. To supervise and direct all welfare work, educational work, medical examinations, liability and health insurance for employees, and all other relationships between the organization and its employees.

The foregoing is, of course, a rough outline only. The detail is a matter of development by the individual character analyst to meet the requirements of the particular case.

To give the student a general idea of the method of studying the requirements for a specific position, the author has formulated a list of some positions and the necessary qualifications essential to the successful applicant. These lists are to be used merely as guides, for they do not take into consideration the environment and therefore are not to be considered complete.

AGRICULTURE, HORTICULTURE, FLORICULTURE, STOCK RAISING, DAIRYING, VETERINARY

Medium Texture	Patience	Optimism
Perseverance	Observation	System
Ideality	Activity	Constructiveness
Strength	Practicality	Love of Animals
Foresight	Detail Ability	

CONSTRUCTION AND MECHANICAL TRADES

Health	Endurance	Number
Alertness	Practicality	Eventuality
Originality	Size	Concentration
Causality	Comparison	Observation
Firm or Medium	Executive Ability	Accuracy
Texture	Activity	Weight
Form	Constructiveness	Caution
Imitativeness	Order	Ideality

MINING, QUARRYING

Rugged Health	Medium or Hard	Practicality
Strength	Consistency	Perception
Coarse or Medium	Endurance	Optimism
Texture	Patience	Executive Ability
Constructiveness	Confidence	
Mathematics	Perseverance	

SALESMAN

Neatness	Human Nature	Enthusiasm
Pleasant Voice	Originality	Language
Practicality	Optimism	Observation
Order	Justice	Logic
Confidence	Personality	Courage
Friendliness	Energy	Executive Ability
Vitality	Memory	Approbateness
Tact	Humor	

LECTURING, PUBLIC PLATFORM WORK

Vitality	Language	Sublimity
Personality	Logic	Executive Ability
Human Nature	Courage	Conscientiousness
Approbateness	Self-Esteem	Secretiveness
Cautiousness	Memory	Hope
Eventuality	Criticism	Humor
Imitiveness	Friendliness	Constructiveness
Enthusiasm	Ideality	

ART, PAINTING, SCULPTURE, ILLUSTRATING

Fine Texture	Color	Concentration
Imitiveness	Memory	Sublimity
Constructiveness	Ideality	Size
Inactivity	Form	Individuality

MUSIC

Vitality	Constructiveness	Tune
Human Nature	Self-Esteem	Weight
Love of Applause	Rhythm	Sublimity
Perseverance	Language	Friendship
Appearance	Ideality	
Fine Texture	Concentration	

PUBLIC SERVICE, POLICE, ARMY, NAVY,

FIRE DEPARTMENT

Activity	Combateness	Medium Texture
Human Nature	Perseverance	Alertness
Courage	Observation	Memory
Neatness	Executive Ability	

SOCIAL WORK

Personality	Human Nature	Humor
Observation	Concentration	Neatness
Suavity	Constructiveness	Memory
Enthusiasm	Language	Ideality
Activity	Friendliness	

ENGINEERING

Medium Texture	Observation	Concentration
Activity	Constructiveness	Enthusiasm
Mathematics	Executive Ability	Originality
System	Alertness	Analysis

ARCHITECTURE

Inactivity	Mathematics	Color
Imagination	Observation	Constructiveness
Size	Form	Sociability
Fine Texture	Order	Human Nature
Inhabitiveness	Concentration	Executive Ability

LAW

Good Appearance	System	Suavity
Human Nature	Combativeness	Prudence
Language	Imagination	Concentration
Humor	Self-Esteem	Eventuality
Firmness	Observation	Optimism
Secretiveness	Reason	Executive Ability
Personality	Memory	Conscientiousness
Sociability	Justice	
Constructiveness	Criticism	

STATESMANSHIP, POLITICS, LEGISLATURE, COUNCIL

Personality	Reason	System
Human Nature	Memory	Ideality
Constructiveness	Humor	Prudence
Justice	Firmness	Sociability
Suavity	Executive Ability	Language
Combativeness	Approbateness	Criticism
Self-Esteem	Conscientiousness	Optimism
Vitality	Concentration	Secretiveness
Observation	Inhabitiveness	

PREACHING AND THE MINISTRY

Inactivity	Benevolence	Veneration
Human Nature	Language	Enthusiasm
Faith	Sociability	Patience
Logic	Memory	Self-Esteem
Fine Texture	Justice	Love of Children
Mentality	Concentration	
Good Appearance	Tact	

AUTHORSHIP, JOURNALISM

Observation	Memory	Humor
Comparison	Calmness	Courage
Perception	Optimism	Sociability
Human Nature	Perseverance	Fine or Medium
Reason	Ideality	Texture
Approbateness	Alertness	Combateness
Criticism	Concentration	
Language	Imagination	

MEDICINE, SURGERY, DENTISTRY

Optimism	Sociability	Inventiveness
Activity	Executive Ability	Human Nature
Calmness	Humor	Analysis
Secretiveness	Personality	Self-Esteem
Firmness	Vitiveness	Benevolence
Tact	Conscientiousness	Eventuality
Reason	Patience	Concentration
Language	Perceptivity	Individuality
Fine Texture	Kindliness	Character
Alertness	Prudence	

FOREMEN, SUPERINTENDENTS, OWNERS, MANAGERS

Alertness	Weight	Language
Constructiveness	Friendliness	Inventiveness
Order	Self-Esteem	Eventuality
Number	Financial Sense	Practicality
Suavity	Observation	Caution
Firmness	Enthusiasm	Form
Combateness	Accuracy	Human Nature
Patience	Size	Justice
Originality	Executive Ability	Sympathy

MERCHANDISE, FINANCE, BANKING, INVESTMENT

Vitality	Executive Ability	Causality
Constructiveness	Integrity	Financial Sense
Suavity	Combateness	Human Nature
Eventuality	Mathematics	Caution
Observation	System	Firmness
Practicality	Justice	Self-Esteem

CLERKS, OFFICE WORKERS, STENOGRAPHERS,

BOOKKEEPERS

Inactivity	Concentration	Medium or Fine
Number	Perception	Texture
Mentality	System	Patience
Detail Ability	Accuracy	Constructiveness
Mental Alertness	Imitateness	Memory

TEACHERS

Fine or Medium	Memory	Courage
Texture	Inventiveness	Imagination
Good Appearance	Enthusiasm	Reasoning Power
Language	Firmness	Friendliness
Humor	Concentration	Patience
Parental Love	Observation	Self-Esteem
Tact	Human Nature	Conscientiousness
Mentality		

CHAPTER XI.

VOCATIONAL GUIDANCE

NINETY per cent. of the workers of to-day are in the wrong occupations. If you doubt this statement examine any reliable records on the matter and also note how many successful men we have. Talk to the first one hundred men you meet and find out how many are earning \$5,000 a year or more. An inspection of bankruptcy records will prove interesting and will show that only about five per cent. of the businesses conducted in the United States are run at a profit. Life insurance records show that only three per cent. of the men who die leave an estate of \$10,000 or more.

Why this terrific waste? Why is it that out of a class of sixty-five medical students in one of our universities only four are practitioners? Why is it that the average lawyer advises the young men to-day not to study law, the doctors say their profession is overcrowded, every mechanic expresses similar sentiments, and the members of every vocation tell us the same story.

The truth of the matter is that no profession or occupation is overcrowded. There is plenty of room

at the top. The world is clamouring for efficient men in every line of endeavor. Theodore N. Vail says he cannot find ten men he wants. Their salary is \$10,000 a year. The modern business world brushes the mediocre individual aside to make room for the man who is by nature and training endowed with the "right-of-way." Any business man will tell you that his greatest difficulty lies in getting the right man to fulfill his orders and that the remuneration and other considerations are immaterial.

Thomas A. Edison, the American electrical wizard, is the right man in the right place. He delights in his work which consists of eighteen hours mental and physical labor every day. To another man his tasks would be irksome, the hours unbearable, and the work uninteresting; but Edison glories in his activities, and his name is known all over the world for his marvelous inventions.

Abraham Lincoln was a failure as a merchant. He also tried farming, lumbering, rail splitting, and running a flatboat. He was a teacher, postmaster, captain in the Black-Hawk War, storekeeper, and surveyor, and finally his talents as a wonderful statesman came to be noted and in the crisis of the Civil War, he was entrusted with the entire confidence of the nation, and emerged from this trying period with immortal fame. General Grant would never have become known if he had remained in the tanning or real estate business,

and yet any character analyst could easily have detected the characteristics that made him one of the world's greatest generals.

The beginning of wisdom is honesty with one's self. *The student should write down on paper the exact characteristics of his own personality according to the analysis made by the scientific method. Then write down the requirements of the job and its probable environment. This is the only accurate method of putting square pegs in square holes.*

I can only give an outline of the method to be followed. It all rests upon scientific analysis—analysis of yourself, and analysis of the different lines of business, their requirements and environments.

If possible get a complete analysis of your temperament and development by a competent character analyst. He will study the different lines of business under consideration with a view to the qualities and faculties needed for success in each, and see which one fits best your own powers. He will analyze each line, also with reference to the following points; preparation needed, capital needed, opportunities for advancement, the future of business, competition, environment (including climate, society, schools, churches, housing conditions, cost of living, theatres, libraries, and so forth,) possible income, associates, ethics, hours of work, and any other points that may occur to him as of importance in determining your



Fig. 24.

ROBERT A. LAIDLAW,
Manager of Laidlaw Leeds, N. Z.

Aspiring, active, idealistic, conscientious, reverential, practical, keen, quick, firm, far-sighted, diplomatic, and optimistic. Blond, convex, mental, high, narrow-headed, long-headed, high-bridged nose, pleasant, kindly mouth, honest eyes, and medium fine texture.

choice. When he has made your analysis complete, then he will weigh point against point, advantage against advantage, and choose where the average of all conditions is most favorable.

Remember that vocational guidance and character analysis require judicial qualities. Carefully consider the three factors of the job, the man, and the environment. By applying the knowledge gained as a result of this study, with practical training you will soon feel able to solve the problems of the "misfit."

For instance in studying different occupations, we noticed that every vocation demanded different types of men, and it is a simple matter for the student to verify these conclusions by personal observations. Early this spring, the author viewed the annual parade of the New York police force and was struck by the fact that about 95 per cent. of the men in this organization have the motive temperament combined with strong and prominent chins. The same may be said to be true of the firemen.

At the last Presidential Convention in Chicago, the writer sitting in the balcony had a splendid opportunity for judging the hundreds of delegates who were there. He is almost safe in asserting that ninety-nine out of every hundred of these men had round, full back-heads, an essential characteristic of all politicians.

Study the chauffeurs or taxi drivers that pass and you will quickly realize their similarity in form. They

nearly all have the convex upper and convex lower form of face.

The next musical orchestra that you listen to will give you an opportunity in the study of texture or quality. At a recent teachers' conference the mental type of structure was strongly in evidence.

At the government railroad shops in Australia, the author found the entire staff, not only in the mechanical, moulding, forging, lathe, and machine rooms, of coarse texture, but also the superintendent, book-keepers, clerical staff, and the entire office force of similar quality.

It must be borne in mind, however, that no hard and fast rules can be laid down in this department of character study, for the average individual is sufficiently versatile and intelligent enough to succeed in any legitimate business, provided the training, knowledge, and circumstances are favorable. To illustrate, we maintain that a person of the brunette concave type with poor circulation should never go into the ice business. Yet such a man might inherit a valuable pond of clear water in a locality where the supply of ice is limited and make a fortune in the ice business, provided he did not spend so much time in actual contact with the commodity as to freeze himself to death.

Again, during the Great War, men who had practically no ability for their work made large sums of money and secured splendid positions, due to the

unusual circumstances contingent with the declaration of war.

Amongst these may be mentioned salesmen of steel and aniline dyes, farmers, munition contractors, shipyard workers, machinists, aeroplane mechanics, and so forth.

Despite these facts, a man would not think of using a saw for hammering nails or a hammer for planing wood. This would seem ridiculous. A man of the motive temperament who tries to do teaching or clerical work would prove a failure. He is trying to saw wood with a hammer.

To summarize we shall list some of the occupations and the characteristics predominating in each.

The blonde being more versatile than the brunette is prone to rove and enter new fields of enterprise, and is more magnetic in personality. Being positive, domineering, dynamic, driving, aggressive, impatient, active, optimistic, sociable, quick, hopeful, speculative, changeable, and variety-loving, he becomes successful at those occupations demanding these characteristics, such as salesmanship, politics, advertising, organizing, colonizing, and promoting. He should not be given monotonous routine work or labor that demands care, patience, and exactitude.

The brunette on the other hand is more conservative, patient, painstaking, plodding, slow, deliberate, serious, thoughtful, specializing, and has passive or negative

energy. These people do splendidly as agriculturists, stockbreeders, farmers, and are successful in research work or mechanics where skill and patience is required. The brunette is inclined to be meditative and is interested in theology and kindred subjects, whereas the blonde is too practical, matter-of-fact and restless to think long and seriously upon these abstract subjects. The brunette, as we have seen, is inclined to be thoughtful, meditative, introspective, philosophic, and theoretical rather than practical, while the blonde tends to be inventive, materialistic, commercial, scientific, and positive.

The convex type is keen, quick, alert, eager, aggressive, impatient, positive, and penetrating. He is impulsive and energetic and where action is demanded it would be a wise thing to choose this type of man. The convex form has a splendid ear for music and can usually learn to play well, though that type rarely produces good singers. Art appeals strongly to this type of individual, and he can qualify for such positions as musician, actor, artist, critic, painter, and architect. The concave on the other hand is slower, more moderate, negative, and usually very mild in disposition. He is slow of thought, slow of action, patient in characteristics, though he often has great power of determination, concentration, as well as mental and physical endurance. On account of his well-developed chin, he

is courageous, and adapted for positions of public office, such as fireman, policeman, sailor, soldier, marine, public official, corporation officer, and positions of trust.

The mental temperament shows the student and the man who is capable of working with his brain instead of his hands. As a rule this temperament is of the physically frail type. Such individuals cannot do much muscular work, but make splendid authors, lecturers, teachers, scientists, orators, lawyers, secretaries, journalists, and fill other occupations demanding exceptionally good mental ability.

The vital temperament is the commercial, executive, and pleasure-loving type, and does well as a financier, capitalist, lawyer, judge, supervisor, manufacturer, theatrical promoter, merchant, and salesman.

The motive type represents the energetic worker and mechanic. The mental type plans things, the vital directs, but the motive temperament does things, especially along the lines of muscular endeavor. He is the hustling foreman, the dynamic general, the liberty-loving radical, the energetic crane man, operator, mechanic, miner, machinist, mechanical and civil engineer, aviator, explorer, athlete, life saver, and sailor.

Small sized people cannot do work requiring calmness and deliberation, and large people cannot do work requiring dexterity, agility, or speed.

The texture of an individual will also determine to a great extent the machinist who is qualified to work on typewriters, adding machines, watches, jewelry, and other delicate mechanical appliances, or the one who will accomplish the better results in a roundhouse, foundry, mill, and so forth.

Sensitive, refined, and delicately organized people should not be given crude, coarse work under harsh conditions or unfeeling supervisors.

Wide-headed men are fighters and make good contractors, mining engineers, executives, financiers, merchants, and soldiers. Narrow headed men are mild mannered. They are to be found among teachers, subordinate officers, ministers, artists, secretaries, research workers, journalists, and so forth.

Long headed people are concentrative, far-sighted, and sociable. They are planners, politicians, organizers, and managers. Short-headed people are "short-sighted," somewhat selfish, unsociable, and changeable. They often fill the ranks of radical thinkers and writers, and clerical workers. Certain branches of salesmanship can be advantageously filled by this type.

High-headed people are "high-minded," have high ideals, aspirations, religious feelings, firmness, and dignity. They should never take up occupations where there is no chance for advancement. Philanthropists, ministers, doctors, lawyers, teachers, and

social workers are all high-minded. Low-headed people have not the same lofty principles but are often dependable and earnest workers.

In a general way, we have summarized the occupations as related to the temperament of the individual, but there are many other variables to be reckoned with. What do the hands indicate? And have you considered the phrenological development? What is shown by the eyes, the nose, the mouth, walk, voice, clothing, handshake, and appearance? *Modify your impressions in accordance with these manifestations.*

Not all people of the mental type become good authors or good teachers, because a teacher must have many other qualifications besides ordinary knowledge. For instance, he must be a keen student of human nature, and an examination of the height of his brain in the region of human nature or intuition will disclose the strength of this faculty. Again we must examine his conscientiousness, his tact, suavity, friendship, love of children, morality, and other such important details even before taking his knowledge and training into consideration. An examination will also disclose which subject he is naturally adapted to teach. If he is well developed in number, we have the mathematician. If time and eventuality are strong we have the historian, and the development of locality will denote the person who delights in teaching geo-

graphy. Causality, and comparison show the instructor of philosophy and logic; and the development of language shows the linguist and the teacher of language and grammar.

CHAPTER XII.

SCIENTIFIC SALESMANSHIP

IN a sense everyone is a salesman, for salesmanship briefly defined is the *art of persuasion*.

The boy who persuades his father to buy him a toy, the politician who desires to influence his constituents, the clerk who endeavors to obtain an increase in salary from his boss, the individual who wishes to obtain a concession, and the lawyer who endeavors to convince a judge and sway a jury are all salesmen.

There are four factors which enter into every sales transaction. First, the man and his adaptation for the job; second, the product or service sold; third, the prospective customer, and fourth, the plan of the sale or the method of persuasion.

A man may have the earmarks of a successful salesman, but unless he sells an article adapted to his powers he will fail. The salesman who is well developed in ideality, time, and tune, might fail as an automobile salesman, but would have a far greater chance of success in selling music or musical instruments. Salesmen well developed in love of children should sell toys, children's clothing, and so forth. One

well developed in alimentiveness should sell groceries, meats, and all kinds of produce.

Different combinations of temperaments will, of course, give us decidedly different individuals. In salesmanship the mental type will sell books, the motive type machinery or hardware, and the vital will sell bonds, food-stuffs, and so forth. Fine textured salesmen handle jewelry, laces, art objects, silks, and so forth. Coarse textured persons sell stoves, bricks, and farm implements.

The author is well acquainted with a young man who was selling books in New York City to merchants and professional men. A salesmanager after meeting this young man was impressed by his ability and sales record, and persuaded him to stop selling books and try household appliances, particularly vacuum cleaners. Although a fairly successful book salesman, he proved but a mediocre vacuum cleaner salesman. A careful analysis proved that although the young man possessed undoubted selling ability, he could only succeed where his work brought him into contact with other men. He was aggressive, tactful, resourceful, and persistent with the male sex, but became shy, backward, retiring, and bashful when trying to impress a woman with the merits of this particular vacuum cleaner.

Upon another occasion, a salesman was about to be dismissed from a firm selling electrical appliances. He had started with a rush and had displayed marked

ability, but in a short time his sales decreased to that extent that it was not profitable to retain him any longer. An examination showed among other things, that he was unable to withstand the harsh climate conditions of his territory, Hoboken, New Jersey. He was brunette in color, had deficient heart action, and a short wide, low-bridged nose. The author advised a change to a warmer climate and the young man now reaches his selling quota every month since his territory has been changed. He covers the state of Arkansas for the firm.

Careful consideration must be given to the salesman, the product, its utility, environment, and selling plan, before the element of persuading the customer can be considered. The science of character analysis will enable us to pick the right man for the sale and it will also tell us how to influence the customer. Then, if the product is right, success is assured. Overcoats and ice-skates would find a poor sale in India and it is equally valueless to sell bathing suits in Alaska or Northern Siberia.

In his class work, also in his public and private lectures, the author has instructed hundreds of salesmen in the study of character analysis as applied to scientific salesmanship. He has yet to find any man who has applied its principles without increasing his efficiency and earning powers.

With the help of character analysis the salesman can

learn to quickly "size up" his prospects. Is he blonde or brunette? Is he convex, concave, or any combination of these? Is he mental, vital, or motive? Large size or small size; coarse, or fine textured? What do the other variables indicate—his voice, handshake, writing, clothing, hands, fingers, and so forth?

The blonde is positive, magnetic, animative, hopeful, aggressive, domineering, materialistic, speculative, and sociable. He likes to be in the limelight and is changeable. Remember these characteristics when you appeal to his buying instincts. Act vivacious and friendly and instill enthusiasm, optimism, and brightness into your talk. Don't try to force him. Give him the facts. Point out the practical advantages HE will gain by accepting your proposition.

Vary your talk to suit his changing mood and when the iron is hot, strike, for he may change his mind. With a blonde, as a general rule, it is best to close the deal upon the first selling talk if the proposition lends itself to this idea, for he is quick in his decision. Remember his love of variety, his quickness, his desire to take chances and get his order before someone else induces him to change.

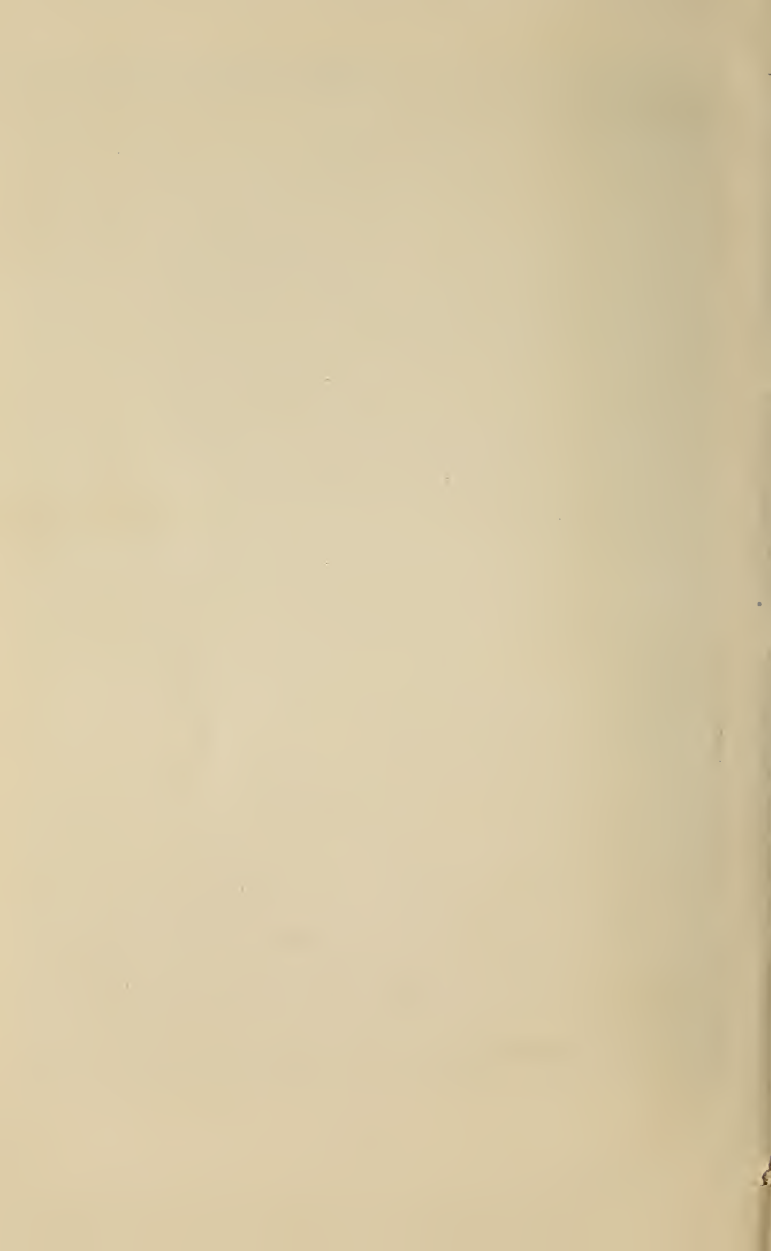
The brunette on the other hand is more reserved, quieter, negative, or passive, and inclined to be somewhat cautious or pessimistic. He is slower, more conservative, more constant, serious, and sentimental than the blond.



Fig. 25

KAISER WILHELM.

Convex, high, round, short, wide head. Active, aggressive, destructive, ambitious, reverential, short-sighted, impulsive, cunning, does not lay plans well, blundering, imprudent, rash, selfish, grasping, loves popular approval, spiritual, and sarcastic.



A good point of contact is established through his love of home, love of children, love of nature, pets, flowers, and philosophic or religious feelings. Show him how your proposition will give him greater time for the enjoyment of these things. He is not so quick, so aggressive, so changeable, and so materialistic. You can take more time in explaining your proposition and give him an opportunity to reflect. Appeal to his reasoning power, his sentiment, and give him the details. You may find it beneficial to act in an authoritative, positive, and reassuring manner, for he is inclined to be submissive, hesitating, procrastinating, and cautious.

The convex person is always practical-minded, quick, alert, energetic, somewhat sharp in speech, and has a tendency toward impulsiveness. He is observant and should be shown samples, pictures, or diagrams. Do not waste his time getting to the point. He wants the "high-lights" only, so be brief. He thinks quickly and acts quickly. Don't give him a long-winded talk. Cover your proposition and remember that he is impetuous, so endeavor to get quick action.

The concave person is slow, deliberate, good-natured, reflective and plodding. Appeal to his good-nature. Do not try to rush him for he may show his obstinacy. Appeal to his reasoning power, be patient and give him plenty of time to deliberate.

Remember that the convex-upper, concave-lower person thinks quickly and acts deliberately.

The concave-upper, convex-lower must be influenced by sentiment. Suggestion has a powerful effect upon this type.

The mental type can easily be interested in anything which is intellectual, literary, artistic, scientific, and educational. Combine your observations and if he is blond-convex and mental give him facts. If he is brunette-concave-mental his intellectual bent is toward theories, ideas, philosophies, and often theological subjects. Emphasize the educational value of your proposition to all mental people.

The motive person is interested in mechanics, transportation, athletics, and construction. He is interested in what moves, so give him a working demonstration or illustrate your talk with diagrams, models, and pictures. In entertaining the mental individual you would discuss books, lectures, art subjects, and so forth. With the motive, you would best succeed in discussing manufacturing problems, baseball, aeronautics, golf, or fishing.

The vital man can best be reached through his love of self, comfort, ease, pleasure, and alimentiveness. He is judicial and has a keen sense of financial values. Show him how much physical or mental drudgery he will save by accepting your proposition. Show him the saving effected in labor and money. Picture him

enjoying the luxuries of the food, clothing, automobile, or other object you are presenting to him.

In selling the vital man a car show him the luxurious upholstery, the high-grade design, comfortable cushions, splendid springs, first-class shock absorbers, ease of operation, saving in walking, reasonable price, low chauffeur expense, and so forth. He often is good-natured and genial. He will remember a good dinner or cigar for a long time and appreciate any service you may render him. He takes an interest in entertainments, politics, finance, social affairs, funny stories, and so forth.

To influence a fine textured person avoid any coarseness or vulgarity in clothing, speech, or manners. Appeal to his sensitiveness, his responsiveness, and his love of fine, beautiful, dainty things. Deal tactfully, delicately, diplomatically with this type of person and point out the elements in your article that will appeal to his artistic ideas.

Coarse textured people can be dealt with in a more vigorous manner. Use plain, simple, unadorned language and do not depend upon delicate hints. Vigor, masculinity, aggressiveness, and direct frankness have greater effects upon the coarse textured than gentle, subtle, or delicate hints

People of hard consistency can best be appealed to on the grounds of durability and economy. Don't try to force them to a decision, as they are inclined to be

hard, tenacious, and selfish. They are lacking in sentiment, so do not appeal to that side of their nature. This class love power and are usually close fisted. Appeal to those traits. In selling a man of this type a suit of clothes point out the hard wear he can derive from it, also the low price.

These are difficult customers for the salesman to handle for they are often stubborn. Tact, diplomacy, and non-resistance are the best mental weapons to be used.

Those of soft consistency are easily impressed and easily influenced. They are lacking in energy and often they cannot arouse sufficient action to sign your order. Make everything as easy as possible for this type of individual. A little force mentally applied will be found highly efficacious. He likes to buy soft feathers, silks, rugs, and so forth. Make sure that you have secured his decision for he is easily persuaded to change his mind. You can also appeal to his love of ease, his indolence, his sympathies, generosity, and sentiments.

Wide-headed people are combative. Do not arouse their antagonism or their fighting nature. Handle them gently and if possible let them sell themselves. Use the laws of non-resistance. Agree with them and then diplomatically draw their attention to some other phase of your proposition. Remember that they are also interested in profits.

However, you can use force and argument upon the narrow-headed, for unless he has an endowment of firmness he is easily persuaded.

High-headed men can be influenced through their ambitions, their altruism, their ethical and their moral ideals. Show them that your proposition will promote the highest interests of the race. If his head is high above the temples and dome-shaped, remember his sympathy, his benevolence, veneration, speculativeness, and optimism. If his head is high in the crown region, remember that he is aspiring, firm, and dignified, and deal with him accordingly. If the head is square in the back, remember his cautiousness and conservatism. Temper your flowing remarks.

The low-headed man is not so conscientious or high-principled. He will not be sold on these lines, but you must endeavor to convince him of the benefits and material advantages he will derive by accepting your proposition. Picture him enjoying your product, and so forth.

The long-headed man can be influenced along the lines of future advantage. He is also interested in his friends and readily forms acquaintances. Any advantage that his family, friends, or acquaintances will derive by the acceptance of the proposition is also a good selling point.

The short-headed man is not subject to the influence of friendship. Do not depend upon letters or intro-

ductions from friends. Appeal to his love of immediate gain. He wants quick returns. As he is quite selfish show him the material advantages he will derive from your offer. Combine these observations. For instance, if he is long, narrow, and high-headed show him how your proposition will tend to educate and uplift humanity. Put a little aggressiveness and vigor into your talk. If his head is wide and short, show him how much money he can make and how quickly he can make it.

While studying your customer for these basic points don't neglect to study your indications of character. Does he have a short upper lip? Then praise him, his judgment, his store, his ideas, and so forth. If he is fine textured, let your flattery be of a delicate, refined nature. If he is coarse textured, he doesn't mind if you praise him before his friends, or the quantity of the praise you give him. Don't make the mistake of flattering a man with a long, stiff upper lip. Has he a wide-open eye with highly-arched eyebrows? Then he is credulous and easily convinced. Has he short fingers? Don't bore him with details. Cover your facts briefly and quickly. Has he a long thumb? You will soon perceive that he is possessed of great will-power and logic.

Let me reiterate again. It is impossible to judge character by one indication. Everything about a man speaks volumes about himself.

These methods of influencing prospective customers have been used by the author (formerly a sales-manager and a practical salesman) with a great measure of success. Hundreds of men whom he has taught the science of character analysis will testify to its utility and commercial value.

As a concrete example of scientific salesmanship, the author has developed the following selling points necessary for the sale of a modern automobile. The supposed customer is the late President Roosevelt:

Assuming that the salesman is adapted to sell this particular car, that he possess the requisite knowledge of character analysis, and that other conditions are favorable, we proceed.

The salesman greets Mr. Roosevelt and *at the same time quickly sizes him up*. What does he find? Mr. Roosevelt is a blonde, (about 40 per cent. on the color scale), his form of profile is slightly convex, he has a good balance of structure with a predominance of the motive element. He has a medium coarse texture, being neither very coarse nor very fine. He has elastic consistency with slight indications of hardness. His head is high, wide, and long, dome shaped in the front and somewhat round in the back. His forehead is well developed in all three stories, although his observing or perceptive faculties are in the lead. Notice his wide awake manner, his hearty grip of the hand, his firm walk, his clear, somewhat shrewd eye. Nearly all

of these indications tell you that here is a man who is intense, vigorous, virile, aggressive, sturdy, quick, and a lover of the outdoors. Start to deal with these points. To tell how quickly (convexity) he can get out into the fields and forests, (motivity) and the delights of cruising along the road. Show him the sturdy (coarse hard texture) construction of the car, dwell upon its strength and durability.

The motive type, besides having a keen love of out-of-door pursuits, also has an understanding of mechanical principles, so throw open the hood of your engine (construction well developed) and briefly explain (remember he is blonde and convex) its constructive principles. He loves speed (blonde, convex, motive) so tell him how fast he can go. He loves action, (blonde, motive) so quickly explain the driving mechanism and let him drive. Remember to be practical (blonde, convex) and put a little ginger and enthusiasm (blonde, high-head) into your talk. Don't argue with him (wide head) and never mind the details (blonde, short fingers). Show him that he can please his family (long-head) by taking them out for drives. He is domineering (high-head, blonde, motive) and likes to talk, (prominent eyes) so give him a chance to exercise these faculties. He is quick in thinking (convex upper) and quick in action, (blonde, convex-lower) so try to get his order on the first or second meeting.

If you were trying to sell this automobile to Mr. Taft, would you change your selling talk and why? Mr. Roosevelt is active—Mr. Taft is inactive. Mr. Taft is judicial, quiet, refined, good-natured, mild-mannered, conscientious, impressionable, jovial, pleasure-loving, and likes to have ease and comfort. How do we arrive at these conclusions?

Would you let him drive? Would you show Mr. Taft the engine or the soft cushions, and why? Would you tell him how fast his car can go or how easily it rides? Which points would impress him the most, durability or fine upholstering, engine mechanism or first-class shock absorbers, and why?

THE END

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